

CAMBRIDGE

USA



June 13, 2013

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Robyn Culbertson, Cambridge Office for Tourism, 617.441.2884, rculbertson@cambridge-usa.org

Robin Lapidus, Central Square Business Association, 617.864.3211, robincentralsquare@gmail.com

BIGGER! BETTER! LONGER! TASTIER!
The 11th Annual Taste of Cambridge in 2013

**Pairing the Best Restaurants in Cambridge
with University Park's lush garden setting!**

University Common Park and Sidney Street in Central Square

THURSDAY, JUNE 13, 2013

5:30-9:00p

Rain Date: Tuesday, June 18, 2013

Cambridge, MA, April 9, 2013.....The ONLY "TASTE OF CAMBRIDGE" event is now in its 11th year! This year the event continues to expand in its new location and includes 100+ local restaurants! As the Cambridge restaurant scene becomes even MORE robust, the Taste of Cambridge stays in step, creating the ultimate tableaux of the City's gastronomic landscape.

Taste of Cambridge was founded by the **Cambridge License Advisory Board (CLAB)** as its major fundraising event of the year. CLAB works year-round to prevent underage drinking and to educate and support liquor license holders in their efforts to prohibit sales to minors, and to promote respect for Massachusetts liquor license laws.

Taste of Cambridge is a community fund-raiser that brings restaurants, sponsors, and volunteers together to raise the most money possible for our event beneficiaries. **The Taste of Cambridge has raised in excess of a quarter of a million dollars for local charities.**

This year's event beneficiaries (official announcement on 4/30) are local non-profits who provide treatment, education and prevention in the Cambridge Community around issues of Alcohol and substance abuse.

Event Participants:

Each year, Taste of Cambridge attracts **exceptional** restaurants, and this year is no different!

A few to whet your appetites include:

Abigail's Restaurant, The Asgard, Bukowski's, Central Bottle, Chez Henri, Craigie on Main, East Coast Grill, Finale, Flour Bakery, Formaggio, Garden at the Cellar, Harvest, Henrietta's Table, The Hong Kong, Hungry Mother, Jasper White's Summer Shack, Koreana, Lord Hobo, Oleana, Restaurant Dante, Rialto, Savenor's, UpStairs on the Square, Veggie Galaxy, Westbridge
.....**and so many more!**

Event Attendees:

Taste of Cambridge hosts over 2,000 attendees annually. Tickets are \$50.00 or \$75 for VIP ticket packages to sample Cambridge's finest restaurants. Ticket purchasers are typically 21+ foodies; including students, grad-students, faculty, employees, and residents of Cambridge, Boston and the surrounding suburbs who are devotee's of Cambridge restaurants.

Taste of Cambridge has a huge following of loyal ticket-buyers that grows each year!

Media Promotion:

The following media partners are on board to help promote TOC this year:

- Boston Magazine
- Dig Magazine
- Print, Radio, Television and Social Networking media partners

DETAILS:

What: 11th Annual Taste of Cambridge 2013
When: June 13, 2013, 5:30-9:00 pm (Raindate; June 18, 2013)
Where: University Common Park and Sidney Street in Central Square
Cost: \$50 / general admission; \$75 / VIP; \$15 / kids
Web: <http://tasteofcambridge.com/>
TW: <https://twitter.com/tastecambridge>
FB: <http://www.facebook.com/pages/Taste-of-Cambridge/121849187842169>