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Luxury Dining at a Discount: Giving Back Never Tasted So Good at the Third Annual Old Pasadena Restaurant Week

PASADENA, CA—May, 2011 – San Gabriel Valley’s most popular restaurant event returns when over 20 of Old Pasadena’s finest restaurants treat diners to an affordable luxury dining experience during the third annual Old Pasadena Restaurant Week, June 1st through June 8th. During this popular summer event, local foodies and visitors can experience the best of Old Pasadena’s award-winning restaurants at reduced prices, while helping feed those in need. For eight straight days, diners will indulge in three gourmet courses at one great price, starting as low as \$15, with a portion of the proceeds benefiting Union Station Homeless Services.

A diverse array of the area’s most popular restaurants will offer three course pre-fixed gourmet meals at a deep discount, around 25% less than standard prices, with deluxe dining at \$15 for lunch and \$25 for dinner or fine dining at \$25 for lunch and \$35 for dinner. Exquisite dishes prepared by the area's most talented chefs include: beef two ways hanger and short ribs with tomatillo and fava beans at Vertical Wine Bistro, homemade churros with spiced warm chocolate, dulce de leche, and creamy strawberry dipping sauce at Pop Champagne & Dessert Bar, red curry risotto with clams, shrimp, mussels, onions and arugula at Café Santorini, parmesan potato gnocchi with shitake mushrooms and chorizo cream at Quadrupel Brasserie, ham and cheese empanada at 1810 Argentinean Restaurant, chicken marsala with garlic-parmesan potatoes and sautéed vegetables at Villa SORRISO, tuna tataki sashimi with mizore ponzu sauce at Sushi Roku, and many more! A complete list of restaurants and menus are available at www.oldpasadena.org/restaurantweek.

Diners will not only marvel in the adventure of taste that Old Pasadena Restaurant Week offers, but will but will also enjoy helping others with 10% of event proceeds benefiting Union Station Homeless Services, celebrating 36 years of helping those in need. Old Pasadena Restaurant Week is produced by Old Pasadena Management District and Union Station.

ABOUT UNION STATION

In 1973, a group of community volunteers opened Union Station as a simple hospitality center to serve poor and homeless men in downtown Pasadena. Today, Union Station is the San Gabriel Valley's largest and most comprehensive social service agency, assisting homeless and very low-income people. Their mission is to help men, women and children rebuild their lives and end homelessness. Services include community meals program, community shower program, career development and job placement, emergency shelter and much more. Visit www.unionstationhs.org for more information.

ABOUT OLD PASADENA MANAGEMENT

The Old Pasadena Management District (OPMD) is a non-profit business organization that creatively plans, manages and develops Old Pasadena as a unique, authentic and vibrant downtown experience.

The OPMD currently contracts with the City of Pasadena to manage the Old Pasadena Business Improvement District (BID). The BID enhances the basic City services by funding district-wide security, marketing, and maintenance programs to provide a clean, safe vibrant downtown experience.

General Public: For more information including a list of participating restaurants and menus the public can visit www.oldpasadena.org/restaurantweek.

Media: Please contact Kershona Mayo at 626.356.9725 or Kershona@oldpasadena.org for further information, interviews and photographs.

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