

For Immediate Release

May 11, 2009

Contact: Tracey Leverty
Echelon Event Management
(804) 305-0601
www.broadappetit.com



**Richmond's Newest Food Festival Announces Participating
Restaurants, Promises Daylong Celebration
of Local Cuisine at Affordable Prices – Rain or Shine!**

Broad Appétit (www.broadappetit.com), the region's newest food event, gears up for the 2nd annual "smorgasbord in the street", scheduled for Sunday, June 7, 2009 from 12 p.m. to 5 p.m. The festival has recruited twice as many restaurants as last year – over 50! - and promises to set a new standard for celebrating local food and cuisine. Mark your calendar and bring your re-usable shopping bags!

Broad Appétit is hosted by the Downtown Neighborhood Association to benefit Meals on Wheels and The Central Virginia Food Bank. Food and cash donations will be accepted at the event. Broad Appétit is Virginia Green event and works to minimize its impact on the environment by recycling, using compostable serving materials, utilizing solar panels for power and providing propane for the chefs to cook.

A Bargain Day of Fine Dining:

Admission to this foodie paradise is free and for just \$3 per sample, the public can taste signature dishes from over 50 of Richmond's finest local restaurants, including fine dining, family-friendly, trendy and up-and-coming establishments. From noon until 5 p.m. the 100-200-300 blocks of West Broad Street will serve up outstanding prepared food in addition to fresh Virginia produce, cheeses, herbs, artisan breads and confections straight from local organic farms and specialty food providers. The event also will feature several of Virginia's finest wineries.

The event will also amaze event-goers with "food" oriented entertainment with the return of the Bug Chefs who were featured in TIME Magazine following the event in 2008, as well as Molecular Gastronomers and ice carving.

The daylong display of Richmond eats takes place straight down the median of Broad Street in the footprint of First Friday's Artwalk (www.firstfridaysrichmond.com). Truly an event where food and art intersect!

Back again this year is the **Whodunnit? Art Exhibition** that will be on preview at Ghostprint Gallery at 220 West Broad Street beginning on Friday, June 5 at First Friday and will go on sale during Broad Appétit on June 7. As usual the name of the artist is kept secret during the Exhibition, only to be revealed at the completion of the sale. Each piece will be sold for \$50 on a first-come, first-serve basis. Please visit www.broadappetit.com/art for a list of participating artists.

Broad Appétit's success relies heavily on sponsorships and is fortunate and grateful for the support of our 2009 sponsors - Altria, Dominion Virginia Power, Venture Richmond, Ukrop's Super Markets, First Market Bank, Virginia Farm Bureau Insurance Services/Save Our Food, Mac Murray Ranch/E&J Gallo Winery, CenterStage Foundation, Loveland Distributing Company, Historic Jackson Ward Association and Duke's Mayonnaise.

**Scheduled to participate are the following restaurants, caterers and food creators
(subject to change)**

1 North Belmont	Mise En Place
Acacia	Mosaic Café and Catering
Africanne On Main	Nile Ethiopian Restaurant
Bacchus	Personal Chef to Go
Baker's Crust Bread Market	Popkin Tavern
Bistro 27	Q Barbeque
Bistro 104	Savor
Bo Dillaz	Sea Fire Grill
Café Gutenberg	Sensi
Café Rustica	Sine Irish Pub and Restaurant
Carena's	Six Burner
Catering by Jill	Sophisticated Soirees Fine Catering
Comfort	Sticks Kabob Shop
Community Kitchen-Feedmore	Sticky Rice
Cous Cous	Strawberry Street Café
Cucina	Tarrants Café
Double T's Real Smoked Barbeque	Tastebud's
Firehouse 15	The Black Sheep
Gibson's Grill	The Bull and Bear Club
Ginger Thai Taste	The Grapevine
India K'Raja	The Hard Shell
Reynolds Community College School of Culinary Arts, Tourism and Hospitality	The Hill Café
Julep's New Southern Cuisine	The Hilton Garden Inn Richmond Downtown
Kitchen 64	T Miller's at the Richmond Marriott
Kuba Kuba	University of Richmond Center for Culinary Arts
Lemaire	Weezies
Louisiana Flair	Yellow Umbrella
Max's Positive Vibe Café	Zed Café
Mexico Restaurant	Zuppa's
Mezzanine	

Broad Appétit and other events have brought attention to the burgeoning redevelopment that has occurred or is under construction along Historic Broad Street, in Historic Jackson Ward and in the City Center area of Downtown. The Broad Street Corridor and Jackson Ward neighborhoods are filled with an eclectic mix of entrepreneurs, architects, designers, actors, musicians, art galleries, restaurants, artists and, of course, residents. Each month the First Friday Artwalk attracts thousands of visitors and the neighborhood is vibrant with energy. To kick-off our first year on the same weekend as First Fridays, The Jefferson is offering a special rate when mentioning Broad Appétit upon booking.