



For Immediate Release

**MAYOR BOOKER ANNOUNCED CITY'S INAUGURAL
GO NEWARK RESTAURANT WEEK, NOVEMBER 3 - 13, 2008**

***More than 30 participating Newark Restaurants;
Savings of over 15% through prix-fixed menus, discounts or special offers***

Newark, NJ – October 30, 2008 - Mayor Cory A. Booker was joined today by Deputy Mayor for Economic and Housing Development Stefan Pryor, Brick City Development Corporation Chief Executive Officer Joseph Ritchie and Commerce Bank Central Market President D. Nicholas Miceli to officially announce an 11-day discount dining program at participating Newark restaurants. Called 'Go Newark Restaurant Week,' the program will run November 3-13, 2008, and presently features 34 restaurants throughout the city, including 27 Mix, Theater Square Grill, The Spot Lounge, Iberia Restaurant, Casa Vasca and Mompou Tapas Lounge.

As the first production of the Greater Newark Convention & Visitors Bureau, a business unit of Brick City Development Corporation, *Go Newark Restaurant Week* intends to highlight the quality, diversity and authenticity of Newark's vast dining establishments and increase impressions in the Newark market.

"Newark has long been a center for fine dining, and we are now working to highlight our legacy of great cuisine and celebrate its excellence at the highest level," Mayor Booker said. "Go Newark Restaurant Week is a wonderful opportunity to share the culinary art of Newark with all of America, and I urge residents and visitors alike to come out and experience the true flavor of our wonderful city."

Sponsored by Commerce Bank /TD Bank, the program will offer patrons savings of more than 15 percent through prix-fixe menus, discounts or special offers during the lunch and/or dinner hours. Participating restaurants contributed a \$300 donation to supplement advertising and marketing and a \$50 gift certificate to be used as a prize or giveaway on the program's website.

"Go Newark Restaurant Week is not only an opportunity for Newarkers and visitors to enjoy themselves while stimulating our local economy, it is an opportunity for our local entrepreneurs and restaurateurs to increase the marketing and visitation of their dynamic and growing businesses," said Joe Ritchie, CEO of Brick City Development Corporation. The extensive marketing campaign included print advertising in the Star Ledger and Metro newspapers, email blasts to over 15,000 individuals in Northern New Jersey and the development of a comprehensive website. Registration for *Go Newark Restaurant Week* is open to all Newark dining establishments and can be accessed at www.GoNewarkRestaurantWeek.com throughout the program's time period.

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“Go Newark Restaurant Week is just one initiative to establish Newark as a destination and we are elated about the ongoing support of nearly every Newark cultural and entertainment institution as well as our corporate partners,” said Hector Ortiz, Director of the Greater Newark Convention & Visitors Bureau. *Go Newark Restaurant Week* is also sponsored by Discovery Communications, the Star-Ledger, New Jersey Devils, Anheuser Busch, New Jersey State Division of Travel and Tourism and Tritonic Agency.

The Greater Newark Convention & Visitors Bureau was formally instituted in July 2008, funded in part by a grant from the New Jersey Department of State, Division of Travel and Tourism and through private contributions. The entity serves as the official Destination Marketing Organization for the City of Newark and is charged with developing the resources and initiatives that actively bolster the City’s ability to increasingly attract visitors. The group also maintains a partnership with the Greater Elizabeth Chamber of Commerce to more broadly leverage the regional facilities and attractions of the Greater Newark area.

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