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Photos and interviews available

Redefine How You Dine and Celebrate Pasadena's Culinary Excellence During Restaurant Week March 25 to March 30, 2012

New website showcases Pasadena's finest and favorite dining establishments offering special prix fixe lunch and dinner menus and other specials

Pasadena, CA –Pasadena's restaurant community opens its doors for the second *Pasadena Restaurant Week* which takes place from Sunday, March 25 through Friday, March 30, 2012.

Presented by the Pasadena Chamber of Commerce, Pasadena Restaurant Week is a citywide event featuring the cuisine of many of Pasadena's top dining establishments and local favorites. Participating restaurants will offer at least three fixed price dinner and/or lunch menu items for visitors. Dinners will be three-course meals while lunches will be two course meals. Depending on the venue and menu offered, meals will be priced at \$26, \$35 or \$44 for dinner or \$15, \$20 or \$25 for lunch. Some restaurants will offer special meal deals or discounts instead of (or in addition to) prix fixe meals. (Some prices may vary, depending on the venue. Alcoholic beverages, gratuity and tax are not included in the price unless specified by the individual restaurants.)

This year the Pasadena Restaurant Week website has been completely revamped to include portals to help patrons locate restaurants based on location, cuisine and/or price. In addition, visitors to the website will have the opportunity to vote for their favorite restaurants in a variety of categories. Visitors to the website can also sign up to be entered in a drawing to win several prizes that include dinners at participating restaurants, discounts and gift certificates. The Pasadena Restaurant Week website can be found at www.pasadenarestaurantweek.com.

Restaurants that are participating for 2012 include some of Pasadena's finest eating

destinations including 1810 (eighteen ten) Argentinian Restaurant, a/k/a An American Bistro, Bistro 45, Celestino Ristorante, El Cholo, Clearman's Northwoods Inn and Clearman's Galley, El Portal, Green Street Restaurant, Japon Bistro, Kings Row Gastropub, Malbec New Argentinean Cuisine, Maria's Italian Kitchen, The Melting Pot, Noir Food and Wine, Pie 'n Burger, Pita Jungle, POP Champagne and Dessert Bar, Robin's Wood Fire BBQ, Ruth's Chris Steak House, The Terrace at the Langham, Toro Sushi and Vertical Wine Bistro. New Pasadena restaurants taking part include Haven Gastropub, Roxolana and The StillRoom. It is anticipated that more than 40 local dining establishments will take part in Pasadena Restaurant Week.

"It is very exciting to have so many of Pasadena's favorite restaurants on board and some of the best newcomers to our city," said Paul Little, president and chief executive officer of the Pasadena Chamber of Commerce. "We are seeing a lot of enthusiasm from our restaurateurs who are excited to be able to showcase their extraordinary menus for regulars and new visitors during Pasadena Restaurant Week at the end of March."

The Pasadena Chamber of Commerce is the Platinum Sponsor of Pasadena Restaurant Week. Gold Sponsors are the City of Pasadena and Merrill Lynch/Bank of America. Silver Sponsor is the Pasadena Convention and Visitors Bureau. Platinum Media Sponsors are Hometown-Pasadena.com and Pasadena Magazine. Gold Media Sponsors are Outlook Newspapers, Pasadena Independent, Pasadena NOW, Pasadena Star-News/Rose Magazine, Pasadena Weekly/Arroyo Magazine and the San Marino Tribune San Gabriel Valley Edition.

The Pasadena Chamber of Commerce and Civic Association is a professional business organization. Since the earliest days of Pasadena, the Chamber has played a major role in the development of this internationally renowned city. Since 1888, when the organization was founded as the Board of Trade, the Chamber's primary purpose has been the enhancement of both the business climate and the quality of life in Pasadena. The Pasadena Chamber of Commerce serves 1500 members.