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Come to Pasadena for a Cheeseburger Crawl as Cheeseburger Week Celebrates America's Favorite Food Cheeseburger Week is January 13th to January 18th, 2013

Pasadena, CA- 2013's second annual Cheeseburger Week celebration in Pasadena is January 13th to 18th. Everyone is invited to Pasadena to celebrate the birthplace of America's favorite food as we honor Lionel Sternberger for the invention of the cheeseburger at Pasadena's Rite Spot in 1924.

This year, for the first time, the Pasadena Chamber of Commerce is providing suggested routes for Cheeseburger Crawls. "Last year, one of the phenomena of Cheeseburger Week was people who organized cheeseburger crawls," said Chamber CEO Paul Little. "They got three or more of their friends together and went from restaurant to restaurant sampling burgers. People would order a burger and split it four ways, enjoy drinks and then go on to the next place and do it again. That way, in the course of an evening, everyone had a chance to taste the culinary excellence of four or more restaurants."

Suggested Cheeseburger Crawls can be found at the Cheeseburger Week website at www.pasadenarestaurantweek.com. The Cheeseburger Crawls are suggested routes. Cheeseburger Week celebrants are encouraged to create their own, as well. Some suggested routes include a Traditional Pasadena Cheeseburger Crawl, an Old Pasadena White Table Cloth Cheeseburger Crawl, an East Pasadena Cheeseburger Crawl, an Alternative Cheeseburger Crawl, a South Lake Avenue Cheeseburger Crawl, a Beer and Burgers Cheeseburger Crawl and a Sliders Cheeseburger Crawl.

"We don't want to limit anyone to a particular itinerary, we're just offering some suggestions," Mr. Little said. "One of the real challenges of Cheeseburger Week is figuring out how to take advantage of as many of the offerings as possible. The Cheeseburger Crawl is one way to make the most use of a single evening to sample multiple offerings from a variety of Cheeseburger Week participants."

Cheeseburger Week celebrates the invention of America's favorite food in its birthplace, Pasadena. From January 13-18, 2013, Pasadena salutes Lionel Sternberger for his mastery, insight, innovation and daring in placing a piece of cheese atop a hamburger for the first time in recorded culinary history at the Rite Spot in Pasadena in 1924.

Restaurants, burger stands, bars and lounges will celebrate Cheeseburger Week with special offerings, creative interpretations of the cheeseburger and cheeseburger alternatives. From lunch counters to white table cloth restaurants, the cheeseburger rules in Pasadena from January 13th to 18th.

Come to Pasadena for a Cheeseburger Crawl, take the Cheeseburger Challenge and celebrate Pasadena's culinary legacy in the city where the cheeseburger was invented. For more information visit www.pasadenarestaurantweek.com.

Restaurants taking part in Cheeseburger Week from January 13 to 18, 2013 are:

- a/k/a An American Bistro
- Beckham Grill
- BJ's Restaurant and Brewhouse
- Burger Continental
- Cafe 140 South
- Clearman's Galley
- Clearman's Northwoods Inn
- The Counter
- Crepe Studio
- Dog Haus
- Dog Haus Biergarten
- El Portal Restaurant
- Gale's (lunch only)
- Green Street Restaurant
- Haven Gastropub
- Il Fornaio
- IX-tapa
- Japon Bistro
- Jersey Mike's Subs
- Kings Row Gastropub
- M Local Mediterranean Grill
- Magnolia Lounge
- The Market on Holly
- New York Deli
- Noir Food and Wine
- The Original TOPS
- Pie 'n Burger
- POP Champagne & Dessert Bar
- Real Food Daily
- redwhite & bluezz
- Robin's Wood Fire BBQ
- Slater's 50/50
- Soleil at the Sheraton
- Three Hundred Pasadena (300 Pasadena)

- Togo's (Green and Lake)
- Toro Sushi Bar Lounge
- Trattoria Neapolis
- Umami Burger
- Vertical Wine Bistro
- Villa Sorriso
- Yahaira's Cafe

Special menus, deals and discoveries, along with cheeseburger crawls can be found online at www.pasadenarestaurantweek.com/cheeseburger-week.

Cheeseburger Week is organized and sponsored by the Pasadena Chamber of Commerce with support from the City of Pasadena and Merrill Lynch/Bank of America. Cheeseburger Week in Pasadena is a California Restaurant Month event.

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.