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## Pasadena Celebrates the 100th Birthday of Julia Child with a Citywide Cocktail Party on August 15th

America's first celebrity chef to be toasted at restaurants throughout Pasadena as a kick-off for SIP-tember cocktail bracket challenge.

Pasadena, CA- Pasadena's restaurants invite everyone to come to Pasadena and enjoy a citywide cocktail party on August 15, 2012, to celebrate the 100<sup>th</sup> anniversary of the birth of America's first celebrity chef and Pasadena's own Julia Child. The Julia Child Pasadena Cocktail Party will take place in restaurants all over Pasadena, culminating in a simultaneous toast at 8:30pm.

On August 15<sup>th</sup>, many of Pasadena's restaurants will host cocktail parties to commemorate Julia Child's birth and her contribution to fine cuisine and culinary arts, as well as her birth and childhood in our Crown City of the Valley. Festivities will take place in restaurants throughout the city, with some even offering up specially created cocktails and dishes in tribute to Julia Child.

"We are inviting everyone: foodies, cocktail aficionados -- anyone who appreciates fine food and drink -- to come out to Pasadena restaurants on August 15th as we raise our glasses and toast the birth of America's first celebrity chef, Julia Child," said Pasadena Chamber CEO and President Paul Little. "In addition to bringing fine French cuisine to America and cooking to television, we know Julia Child appreciated a good glass of wine and a fine cocktail. We want everyone to join us in Pasadena as we raise a glass to toast the 100th anniversary of her birth."

Restaurants and bars throughout Pasadena will be hosting grand cocktail party commemorating the birth of Julia Child on Wednesday, August 15, 2012. There will be a simultaneous toast to Julia Child at each participating restaurant at 7:30 pm. Patrons are encouraged to dress for a 1950s, 1960s or 1970s era cocktail party.

Participating restaurants include a/k/a an American Bistro, Bar Celona, El Portal, Gale's, ix-tapa, The Raymond, Toro Sushi and Villa Sorriso.

The Julia Child Pasadena Cocktail Party will kick-off the SIP-tember cocktail bracket challenge, a six week long celebration of the cocktail in Pasadena. From August 15<sup>th</sup> through September 27<sup>th</sup>, local restaurants will serve cocktails that will be paired against each other in a competition. 64 cocktails, ranging from drinks specially concocted for the competition to margaritas and sangria, will begin the competition that will last six weeks and culminate in a live taste-off of the four drinks that win their bracket.

The Pasadena celebration of Julia Child's birthday is being organized by the Pasadena Chamber of Commerce with our participating restaurants. SIP-tember is collaboration between the Pasadena Chamber of Commerce and our local member restaurants.

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.