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FOR IMMEDIATE RELEASE

July 11, 2012

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Pasadena Chamber Kicks Off SIP-tember Celebration of the Cocktail with a Citywide Cocktail Party to Celebrate Julia Child's 100th Birthday 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 100th anniversary of the birth of America's first culinary celebrity, Pasadena's own Julia Child. Pasadena's Citywide Julia Child Cocktail Party will take place in restaurants all over Pasadena, culminating in a simultaneous toast at 7:00pm. The event is sponsored and organized by the Pasadena Chamber of Commerce with support from the City of Pasadena and Merrill Lynch/Bank of America.

On August 15th, many of Pasadena's restaurants will host cocktail parties to commemorate Julia Child's contribution to fine cuisine and culinary arts, as well as her birth and childhood in Pasadena. Festivities will take place in restaurants throughout the city, with some even offering up specially created cocktails and dishes in tribute to Julia Child. The full list of participants can be found at www.pasadenarestaurantweek.com.

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

Restaurants and lounges 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 7:00 pm.

Some of the venues will be hosting Julia Child look-alike contests. Everyone is encouraged to dress for a 1950s, 1960s or 1970s era cocktail party and to celebrate responsibly.

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 15th through September 27th, 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.

SIP-tember and citywide Julia Child cocktail party participants include a/k/a: an American Bistro, Magnolia on Lake, Bar Celona, POP Champagne and Dessert Bar, the Tap Room at the Langham Huntington Hotel, Vertical Wine Bistro, California Pizza Kitchen, The StillRoom, El Portal, Gale's, ix-tapa, Green Street Restaurant, El Cholo, Villa Sorriso, Market on Holly, Bar 1886 at The Raymond, New York Deli, Ruth's Chris Steak House and Toro Sushi.

"We wanted to find a way to celebrate Julia Child's 100th, and the Citywide Cocktail Party on August 15th was a natural way to kick off the SIP-tember Celebration of the Cocktail and our Cocktail Bracket Challenge," said Mr. Little. "During SIP-tember, 64 cocktails from various places throughout Pasadena will be paired in an online bracket competition with patrons voting for their favorite from among the paired drinks until we have four finalists. The four finalists will face off in a live tasting at Paseo Colorado on September 27th." Cocktail pairings for the SIP-tember Bracket Challenge will be announced on July 25th. Voting will be open on August 15th at www.pasadenarestaurantweek.com.

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 with support from Merrill Lynch/Bank of America and the City of Pasadena. The Citywide Julia Child Cocktail Party is part of JC100, a nationwide tribute to Julia Child on the 100th anniversary of her birth.

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.