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PHOTOS AVAILABLE

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## Pasadena Chamber to Host Second SIP-tember: a celebration of the cocktail August 15th through September 25th

64 drinks will compete to be named the favorite during six-week SIP-tember Cocktail Bracket Challenge at restaurants and lounges throughout Pasadena

Pasadena, CA- Patrons get to decide which cocktail is Pasadena's favorite during *SIP-tember: a celebration of the cocktail* in Pasadena. From August 15<sup>th</sup> through September 25<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.

Brackets will be unveiled on the Pasadena Restaurant Week website on Wednesday, August 6<sup>th</sup> at 2pm. Which drinks will be paired against each other in competition? The 64 cocktails competing in 32 brackets will be available for viewing at the Pasadena Restaurant Week website at [www.pasadenarestaurantweek.com/vote](http://www.pasadenarestaurantweek.com/vote) on Wednesday, August 6<sup>th</sup>.

The first challenge will take place over two weeks and pit 32 pairs of cocktails against each other. Each week following the winners will be paired head-to-head with another winning cocktail until, on September 25th, the four finalists will be matched in a live tasting during the annual Taste of Pasadena hosted by the Pasadena Chamber of Commerce at the Rose Bowl in Pasadena. Voting in the cocktail bracket challenge goes live on Friday, August 15<sup>th</sup>.

Complete participant and cocktail information will be posted at [www.pasadenarestaurantweek.com](http://www.pasadenarestaurantweek.com).

SIP-tember kicks off with a citywide cocktail party to celebrate the 102<sup>nd</sup> anniversary of the birth of America's first celebrity chef and Pasadena's own Julia Child. Coinciding with Happy Hour, the Julia Child Pasadena Cocktail Party on August 15<sup>th</sup> will take place in participating SIP-tember restaurants all over Pasadena, culminating in a citywide happy birthday toast at 7:00pm. Patrons will be encouraged to dress for a 1950s, 1960s or 1970s era cocktail party.

SIP-tember: a celebration of the cocktail is presented by the Pasadena Chamber of Commerce. The City of Pasadena and Trusted Choice Agents of Burbank, Glendale and Pasadena are generously sponsoring the 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.