

For Immediate Release

Contact: Tracey Leverty
Echelon Event Management
(804) 305-0601
www.broadappetit.com



Richmond's Largest Food Festival Announces Participating Restaurants, Promises Daylong Celebration of Local Cuisine at Affordable Prices – Rain or Shine!

Broad Appétit (www.broadappetit.com), the region's newest food event, gears up for the 3rd annual "smorgasbord in the street", scheduled for Sunday, June 6, 2010 from 11 a.m. to 5 p.m. The festival will feature over 50 of Richmond's most popular LOCAL dining establishments - and has already set a new standard for celebrating local food and cuisine! Mark your calendar and bring your re-usable shopping bags!

Broad Appétit is hosted by the Downtown Neighborhood Association to benefit Meals on Wheels and The Central Virginia Food Bank. The event will feature local musicians, chef demonstrations, a kid's area and plenty of farmer's market, art and antique vendors.

A Bargain Day of Fine Dining:

Admission to this foodie paradise is free and for just \$3 per sample, the public can taste signature dishes from over 50 of Richmond's finest local restaurants, including fine dining, family-friendly, trendy and up-and-coming establishments. From 11:00 until 5 p.m. the 100-200-300 blocks of West Broad Street will serve up outstanding prepared food in addition to fresh Virginia produce, cheeses, herbs, artisan breads and confections straight from local organic farms and specialty food providers. The event also will feature several of Virginia's finest wineries.

The event will also feature a music stage with homegrown talents, as well as a chef demonstration stage and several other educational opportunities such as planning a square foot garden, composting, canning and preserving, worm farming and much more!

The daylong display of Richmond eats takes place straight down the median of Broad Street in the footprint of First Friday's Artwalk (www.firstfridaysrichmond.com). Galleries and shops along this stretch will be open and several spaces open for tours. The event is truly a feast for the body, mind and soul!

Broad Appétit's success relies heavily on sponsorships and is fortunate and grateful for the support of our 2010 sponsors - Altria, Venture Richmond, MARTIN'S, Union First Market Bank, Loveland Distributing Company, Hamilton Beach, Historic Jackson Ward Association, Duke's Mayonnaises and Sauer's Spices, and One South Realty.

Broad Appétit and other events have brought attention to the burgeoning redevelopment that has occurred or is under construction along Historic Broad Street, in Historic Jackson Ward and in the City Center area of Downtown. The Broad Street Corridor and Jackson Ward neighborhoods are filled with an eclectic mix of entrepreneurs, architects, designers, actors, musicians, art galleries, restaurants, artists and, of course, residents. To support this amazing weekend, The Jefferson is offering a special rate when mentioning Broad Appétit upon booking.