



## LAKE TAHOE RESTAURANT WEEK

# News Release

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### For Immediate Release

#### **RESTAURANT REGISTRATION OPENS FOR TAHOE RESTAURANT WEEK**

(LAKE TAHOE, California/Nevada) – Restaurant registration forms are now available for the 2<sup>nd</sup> Annual Lake Tahoe Restaurant Week scheduled for October 2-9.

The weeklong event is a celebration of the scrumptious cuisine and culinary talent that has made the Lake Tahoe region the best mountain-dining destination in the country. Participating restaurants offer 3-course prix-fix menus at \$20, \$30 or \$40/person. There are no passes, tickets or coupons required for diners.

Last year's restaurants reported an average 23% increase in the number of guests and a 20% increase in revenue for that week, with nearly \$100,000 in editorial and

broadcast media coverage generated through the event's public relations efforts.

Registration fees are the same as in 2010 with discounts given to restaurants that are chamber and/or business association members. Most pay just \$300 to participate. The deadline to register is July 15, 2011. Approximately 60 restaurants will take part. The official event website, [www.TahoeRestaurantWeek.com](http://www.TahoeRestaurantWeek.com), will be updated soon.

For registration forms and details, contact Lake Tahoe Restaurant Week Event Producer Pettit Gilwee of Pettit Gilwee Public Relations at 530-525-1164 or via email at [pettit@gilweepr.com](mailto:pettit@gilweepr.com).

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