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FOR IMMEDIATE RELEASE

TASTE OF CHINATOWN RETURNS! GET READY FOR THE SCRUMPTIOUS \$1 AND \$2 TASTING PLATES OF THE POPULAR BI-ANNUAL CULINARY FESTIVAL!

Lion Dances and Kids Activities Round-Up Chinatown's Best Tasting Celebration

NEW YORK, NY – Sample the many cuisines of Chinatown as over 50 restaurants, bakeries, and teahouses of the historic neighborhood dish up \$1 and \$2 tasting plates of their house specialties and signature dishes on Saturday, October 21, 2006 from 1:00PM to 6:00PM at the “Taste of Chinatown” food festival. This bi-annual outdoor celebration invites New Yorkers and visitors alike for a culinary adventure featuring the lower Manhattan community’s famous diversity of cuisines including: Cantonese, Vietnamese, Malaysian, Indonesian, Thai, Japanese, Shanghainese, Italian, and Vegetarian.

Some tasting highlights include:

- Perennial favorite, **Peking Duck House** (28 Mott St.) returns with their famous Peking duck for \$2 (get in line early!). **Forlini's** (93 Baxter St.), the only Italian restaurant south of Canal, will join in the fun with \$2 offerings of chicken cacciatore and penne vodka.
- **Hong Kong Station** (45 Bayard St.) presents the culinary delights of the Pearl of the Orient's street food carts with their \$1 offerings of fish balls, curry squid, and curry fish balls.
- Get a taste of Southeast Asian cuisine for just \$1 with **Thai Son's** famous banh mi Vietnamese sandwiches and Vietnamese spring rolls, **Sanur Restaurant's** (18 Doyers St.) Indonesian coconut cake and nasi lemak (their signature dish featuring coconut rice, pickled vegetables, and sides of fish or chicken), and **Jaya Malaysian's** (90 Baxter St.) specialty-stuffed tofu and pineapple fried rice.
- Teahouses will present their many offerings, from traditional oolong tea to delightful bubble teas and fun finger foods such as: **Teariffic Café's** (51 Mott St.) yakitori chicken skewers, shrimp toast, and samosas, and **Fay Da Bakery's** (83 Mott St.) Hong Kong style, European-inspired pastries such as Napoleon cheesecake, mango sweet rice ball, and lemon apricot cake. – all for \$1.
- PETA members and vegetarians won't have to miss out on the fun as Chinatown's vegetarian restaurants will offer \$1 realistic all-vegetable renditions of meaty delights such as: **Buddha Bodai's** (5 Mott St.) vegetarian snails and Peking mock meat chops, **Vegetarian Dim Sum House's** (24 Pell St.) shark's fin soup and beef with noodles, and **House of Vegetarian** (68 Mott St.) offers popular Chinese dishes such as vegetarian roast pork, dumplings, fried rice, and spring rolls.

Tasting stations will be set up in front of each participating food establishment throughout the heart of Chinatown from Bowery to Baxter and Canal to Worth Streets with Mott Street closed to vehicular traffic from Canal to Worth Streets. Family fun activities at Taste of Chinatown include: Lion Dancing performances at 2:30PM and 4:00PM, kids face-painting sponsored by the United East Athletic Association, and lantern and shadow puppet making sponsored by the Museum of Chinese in the Americas.

A tasting tour map will be available to guide participants to try the maximum number of tempting dishes in one

afternoon. **Visit www.ExploreChinatown.com for continuous updates on “Taste of Chinatown.”**

PHOTOS AVAILABLE: Festive and colorful crowd photos of past Taste of Chinatown events are available in high-resolution format for media use.

Participating restaurants and eateries include: *A Chau Deli ; Ajisen Noodle ; Bagus Malaysia Restaurant ; Bangkok Grocery ; Big Wong King ; Bo Ky ; Buddha Bodai Vegetarian ; Chanoodle ; Doyers Vietnamese ; East Ocean Seafood Restaurant ; Egg Custard King ; Fay Da Bakery ; Forlini's ; Fried Dumplings ; Galaxy 45 ; Gold Flower ; Green Tea Café ; Happy 16 Diner ; Happy Time Café ; Hee Win Lai ; Hong Kong Station ; House of Vegetarian ; Hsin Wong ; Jaya Malaysian ; Lucky 11 ; Lung Moon Bakery ; Mandarin Court ; May May Bakery ; Mee Sum Café ; Moon House Restaurant ; Mr. Tang of Mott St ; New Beef King ; New Big Wang ; New Wonton Garden ; Nice One Bakery ; Nom Wah Tea Parlor ; Peking Duck House ; Pho Viet Huong ; Ping's Seafood ; Sanur Restaurant ; Shanghai Cuisine ; Shanghai Garden ; Silkroad Place ; Sing Wong ; Singapore Café ; Tai Hong Lau ; Tasty Dumpling ; Teariffic Café ; Ten Ren's Tea Time ; Tongin Mart ; Wo Hop ; Vegetarian Dim Sum House ; Xe Lua Restaurant.* **For more information, visit www.ExploreChinatown.com.**

Organized by the Explore Chinatown campaign spearheaded by the Chinatown Partnership Local Development Corporation (CPLDC), Taste of Chinatown is sponsored by General Motors, WABC-TV ABC Channel 7, CWCB (Chung Wah Chinese Broadcasting), and Pashmina Mall.

About Chinatown New York City

Chinatown New York City combines authentic Asian American culture with the energy and influence of the most exciting city in the world. With over 500 restaurants, numerous Asian bakeries and tea houses, jewelry shops, arts and antique stores, an active nightlife and dozens of cultural attractions and landmarks, Chinatown stands as a world within a city. Whether dining, shopping, or strolling down the charming, narrow streets, visitors to Chinatown New York City, will find virtually limitless opportunities for new experiences and added insight.

Located on the east side of Lower Manhattan, Chinatown New York City, is the largest in the United States. The neighborhood has been growing steadily since the mid-1800s, and today stands as a vibrant community offering the opportunity to enjoy and explore Asian American culture. Chinatown New York City is easily accessible via many New York City MTA subways and buses, as well as several convenient area parking garages. For more information, visit www.ExploreChinatown.com.

Note to editors: NYC & Company, the city's official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City's economy and positive image through tourism and convention development, major events and the marketing of the city on a worldwide basis.

About Explore Chinatown & the Chinatown Partnership Local Development Corporation

Sponsored by the Lower Manhattan Development Corporation and The September 11th Fund and spearheaded by the Chinatown Partnership Local Development Corporation (CPLDC), the Explore Chinatown campaign conducts marketing initiatives to support the growth of tourism in Chinatown New York City. Located on the east side of Lower Manhattan, Chinatown NYC stands as a vibrant community offering the opportunity for visitors and locals alike to enjoy and explore Asian American culture. For more information, visit www.ExploreChinatown.com.

The CPLDC is a major effort by Chinatown community leaders to create a forward-looking community-wide organization that will actively address collectively-identified initiatives to improve and promote the neighborhood as a hub for commerce, business, culture and tourism. The partnership is made possible by a grant from the Lower Manhattan Development Corporation, which is funded through Community Block Grants from the U.S. Department of Housing and Urban Development. For more information on the CPLDC, please visit www.chinatownpartnership.org.