



FOR IMMEDIATE RELEASE

Contact:

Meredith Melchior
Zenzi Communications
858-523-9020

Meredith.melchior@zenzi.com

PALM SPRINGS RESTAURANT WEEK WILL HOLD VALLEY-WIDE EVENT IN 2010
3rd annual celebration June 4-13 will offer huge selection of three-course meals at an affordable fixed price

Coachella Valley, CA—The dates for Palm Springs Desert Resorts Restaurant Week have been set for June 4-13, 2010. Showcasing the finest in local culinary talent, Restaurant Week will offer residents and visitors alike a chance to enjoy 10 days of delicious dining in the desert.

“Last year, Restaurant Week inspired nearly 25,000 people to sample old favorites and explore new dining experiences from Palm Springs to La Quinta,” said Juliana Copley, Owner of Copley’s on Palm Canyon and President of the Palm Springs Desert Resorts Restaurant Association, organizers of Restaurant Week. “Having recognized the success of the past two years and tremendous future potential, the entire hospitality community is getting behind our efforts. With this outpouring of support, we believe 2010 is going to be the best Restaurant Week yet!”

During Palm Springs Restaurant Week, diners can receive a three-course prix fixe menu for \$24 or \$36, depending on the restaurant. Each establishment has created its own unique menu to be offered only during Restaurant Week that includes a choice of appetizer, entrée and dessert. Menus from last year offered a multitude of flavors to tempt every palate from shrimp and lobster risotto to coq au vin, sautéed sand dabs and a chance to “build your own” customized pizza.

Expanding from last year’s roster of over 70 restaurants, the association hopes to feature top creations from 100 locations to wow diners during the culinary event. In addition to bargain priced meals, hotels and attractions will be offering special discounted rates during Restaurant Week, encouraging not only out of town visitors, but locals to enjoy a “staycation” in the desert.

For a complete list of participating restaurants and menus, as well as special hotel packages and other offers, visit www.palmspringsrestaurantweek.com.

###