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PRESS RELEASE

**TASTE OF TIMES SQUARE, TIMES SQUARE'S ANNUAL OUTDOOR CELEBRATION OF FOOD AND MUSIC,  
LAUNCHES A WEEK-LONG PROMOTION OF LOCAL RESTAURANTS**

*26 RESTAURANTS WILL OFFER A \$35 3-COURSE PRIX FIXE MENU FROM JUNE 7–14 FOR A VARIETY OF  
DINING OPTIONS*

(Times Square, N.Y. – June 7, 2021) – The Times Square Alliance announces the launch of Taste of Times Square Week today, which begins **Monday, June 7 and will run through Monday, June 14**. The weeklong promotion supports local businesses who have struggled to serve customers during the pandemic and welcomes people back to Times Square as we await the return of Broadway. During Taste of Times Square Week, the twenty-six participating restaurants will feature a special three-course prix fixe menu — appetizers, entrées, and dessert — for only \$35 (beverages, tax, and tip not included). Diners can sit indoors or outdoors or get their food delivered or to go as the restaurant offers. Details about participating restaurants (also listed below) and their menus can be found at [www.TSq.org/Taste](http://www.TSq.org/Taste). *Taste of Times Square Week* is presented in partnership with SEATED and sponsored by T-Mobile.

“On average, we are now seeing 180,000 daily pedestrians in Times Square and are thrilled to continue welcoming back New Yorkers and visitors to the neighborhood, emerging from the pandemic hungry to experience Times Square’s amazing restaurants,” said **Tom Harris, President of the Times Square Alliance**. “Take this opportunity to eat your way through Times Square and enjoy the live entertainment as the district comes alive this spring.”

To enhance your dining experience, Tony’s Di Napoli will be activating the plaza at 43<sup>rd</sup> Street and Broadway with a pop-up, outdoor cafe area, complete with old-school checkered tablecloths and family-style Italian cuisine so that you can dine under the lights and signs of Times Square. Tony’s Di Napoli is accepting both reservations (212-221-0100) and walk ins for this unique dining experience.

To continue the tradition of live music at Taste, we have partnered with the [Hell’s Kitchen Happiness Krewe](#), which uses artistic and musical performances to spread joy through the neighborhood and drive revenue to restaurants and other small businesses. These performances will pop up throughout the week in front of participating restaurants and will continue to employ artists and musicians who have been disproportionately impacted by COVID-19.

In addition to these pop-up performances, we will also showcase **Brand New Day**, featuring musical performances, a fashion runway show, and dancing in the streets on **Friday, June 11 at 11am on the Broadway Plaza between 43<sup>rd</sup> and 44<sup>th</sup> Streets**. Hosted by NY1’s Frank DiLella and a surprise celebrity guest, this event will include dances choreographed by **James Alonzo** and “Pose” star / choreographer **Jason A. Rodriguez**, musical performances, and a live fashion runway show featuring summer looks from **Macy’s** private brands modeled by some of Broadway’s brightest stars.

The Times Square Alliance has been supporting local restaurants through Taste of Times Square for the past 26 years. This past October the event pivoted to a weeklong promotion, which continues with this iteration.

Footage and interviews can be arranged by contacting TJ Witham at the Times Square Alliance: [tjwitham@timessquarenyc.org](mailto:tjwitham@timessquarenyc.org) or 212-452-5234. For a complete set of media assets including photos from individual restaurants as well as photo and video from last year’s Taste of Times Square please click [here](#).

Follow @TimesSquareNYC on Twitter ([www.Twitter.com/TimesSquareNYC](http://www.Twitter.com/TimesSquareNYC)), Facebook ([www.facebook.com/TimesSquareNYC](http://www.facebook.com/TimesSquareNYC)) or Instagram ([www.instagram.com/TimesSquareNYC](http://www.instagram.com/TimesSquareNYC)) for details and join the conversation on social media with #TasteTSq.

Participating restaurants:

Barbetta Restaurant	ICHIRAN
BarDough	Jasmine's Caribbean Cuisine
Bubba Gump Shrimp Co.	Le Rivage
Charlie Palmer Steak NYC	O'Donoghue's Bar & Restaurant
Dos Caminos	M Social Times Square
Friedman's	Pasta Lovers Trattoria
Gallaghers Steakhouse	Playwright Celtic Club
Hard Rock Cafe	P.S. Kitchen
Haru Times Square	Saar Indian Bistro and Bar
Havana Central	Seamore's Market Bar & Restaurant
Hold Fast	Tito Murphy's
House of Brews	Tony's Di Napoli
Hurley's Saloon	Trattoria Trecolori

### **For calendar listings:**

#### **Taste of Times Square Week**

**DATES:** June 7 – 14, 2021  
**TIME:** Check restaurant hours for specific timing  
**PLACE:** each participating restaurant (see above or visit [www.TSQ.org/Taste](http://www.TSQ.org/Taste))  
**PRICE:** \$35 prix fixe menu (visit [www.TSQ.org/Taste](http://www.TSQ.org/Taste) for details)

#### **Brand New Day**

**DATE:** Friday, June 11, 2021  
**TIME:** 11:00 am  
**PLACE:** Broadway Plaza between 43<sup>rd</sup> and 44<sup>th</sup> Streets  
**PRICE:** FREE

### **About Times Square Alliance**

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. [www.TSq.org](http://www.TSq.org)

Instagram and Twitter: @TimesSquareNYC; Facebook: /TimesSquareNYC

### **About Hell's Kitchen Happiness Krewe**

The Hell's Kitchen Happiness Krewe outdoor Musical pop up program was created in the summer of 2020 by Theatre Producer, Holly-Anne Devlin through her company KALEIDOSCOPE ENTERTAINMENT, in response to the Covid-19 crisis. The Krewe employs artists in a variety of disciplines and brings attention to the needs of small businesses in Hell's Kitchen, an area that has been disproportionately impacted by Covid-19 due to the reliance of tourism from the theatre district.

[www.kaleidoscopeentertainment.com](http://www.kaleidoscopeentertainment.com) [www.hollyannedevlin.com](http://www.hollyannedevlin.com)

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