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PRESS RELEASE

**TASTE OF TIMES SQUARE, TIMES SQUARE'S ANNUAL OUTDOOR CELEBRATION OF FOOD AND MUSIC,
RETURNS FOR THE 25TH YEAR**

FESTIVAL WILL BE HELD ON 46TH STREET BETWEEN BROADWAY AND 9TH AVENUE ON JUNE 4TH

SAMPLE "TASTES" WILL RANGE IN PRICE FROM \$1-\$6

(Times Square, N.Y. – May 24, 2018) The Times Square Alliance today announced the return of Taste of Times Square, an annual outdoor food and music festival which offers visitors the opportunity to enjoy dishes from restaurants across the district and performances from a wide range of the city's musical talent. Now in its 25th year, the festival will host over thirty-five restaurants from Times Square who will set up booths on the street and serve "tastes" starting at \$1 on **Monday, June 4th, from 5:00 – 9:00 p.m.** Organized by the Times Square Alliance, the event will be held on 46th Street, between Broadway and 9th Avenue, including historic Restaurant Row. Tickets are on sale online until 3 p.m. on Monday, June 4th at www.TSq.org/Taste and can be bought in person during the event.

"For 25 years, Taste of Times Square has been our way to celebrate the great food, fun music, unique culture and the variety of businesses here in the neighborhood," said Tim Tompkins, President of the Times Square Alliance. "As the heart of New York City, we embrace the different cultural backgrounds of the people of our community and welcome visitors to come enjoy the array of food and music that Taste of Times Square has to offer."

Participating restaurants include: Applebee's, Barbetta, Bareburger, Becco, Blue Fin, Bond 45, Bourbon Street Bar & Grille, Bubba Gump Shrimp Co., Buca di Beppo, Burger & Lobster, Chevys, Dim Sum Palace, Fashion Bar & Restaurant, Friedman's, Hard Rock Cafe, Havana Central, Heartland Brewery and Chophouse, Hourglass Tavern, Joe Allen, Junior's, La Pulperia, Le Rivage, Lillie's Victorian Establishment, Meson Sevilla, Orso, Pizzeria Perfect Pizza, Planet Hollywood, Pure Ktchn, Sake Bar Hagi 46, The House of Brews, The Palm West Side, The View Restaurant & Lounge, Toloache, and TSQ MKT: Ice & Vice, Nuchas, SnackBox, TSQ Taqueria, Wafels & Dinges.

Highlighted street musicians presented by the Hard Rock Cafe Times Square include: Anthony Carrera, Baby Soda Jazz Band, Cajun Cellist, The Ebony Hillbillies, Mariachi Citlalli, Paul Mueller, StreetMule, and Yut and the Hot Four.

Also performing will be the George Gee Orchestra, located inside the Entertainment Tent, and interactive entertainers Drum Cafe.

Admission is free to Taste of Times Square. "Taste" tickets are \$1 each and can then be redeemed for dishes ranging from 1-6 tickets at each restaurant booth.

For the sixth year in a row, the Times Square Alliance will offer an Instagram photo contest to engage attendees who have a flair for food photography. Attendees will be challenged to post a stunning photo of a Taste they would recommend to a friend on Instagram, using #TasteTSq, for the chance to win \$200

worth in gift certificates to select Taste of Times Square participating restaurants. Visit www.TSq.org/Taste for the official contest rules.

Follow @TimesSquareNYC on Twitter (www.Twitter.com/TimesSquareNYC), Facebook (www.facebook.com/TimesSquareNYC) or Instagram (www.instagram.com/TimesSquareNYC) for live coverage of the event. Join the conversation on social media with #TasteTSq.

Sponsors for Taste of Times Square include: Hard Rock Cafe and T-Mobile.

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

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