

FROM: TIMES SQUARE ALLIANCE www.TimesSquareNYC.org
CONTACT: Nicole Daniels; ndaniels@rubenstein.com; 212-843-9219
Amanda Shur; ashur@rubenstein.com; 212-843-9275
TJ Witham, 212-452-5234 or tjwitham@timessquarenyc.org

PRESS RELEASE

**TASTE OF TIMES SQUARE, TIMES SQUARE'S ANNUAL OUTDOOR CELEBRATION OF FOOD AND MUSIC,
RETURNS FOR THE 26TH YEAR**

FESTIVAL WILL BE HELD ON 46TH STREET BETWEEN BROADWAY AND 9TH AVENUE ON JUNE 3RD

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

(Times Square, N.Y. – May 23, 2019) 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 26th year, the festival will host over thirty restaurants from Times Square who will set up booths on the street and serve "tastes" starting at \$1. Organized by the Times Square Alliance, the event will be held on **Monday, June 3rd, from 5:00 – 9:00 p.m., on 46th Street between Broadway and 9th Avenue, including historic Restaurant Row.** Tickets are on sale online until 3:00 p.m. on Monday, June 3rd at www.TSq.org/Taste and can be bought in person during the event.

"For over 25 years, we have celebrated great food, fun music, and the diversity of culture and variety of businesses in the neighborhood on one night in June with Taste of Times Square," said Tim Tompkins, President of the Times Square Alliance. "At the heart of New York City, we celebrate the unique food and music offerings that the city has to offer and put them on display for both local New Yorkers on their way home from work and visitors exploring New York City."

New to the event this year, Taste of Times Square welcomes Hold Fast Kitchen & Spirits, ICHIRAN Times Square, The Ribbon, and Sony Hall.

Participating restaurants include: Applebee's, Barbetta, Bareburger, Becco, Bond 45, Bourbon Street Bar & Grille, Bubba Gump Shrimp Co., Buca di Beppo, Burger & Lobster, Dim Sum Palace, Dos Caminos, Fashion Bar & Restaurant, Foundry Kitchen & Bar, Friedmans, Hard Rock Cafe, Havana Central, Hold Fast Kitchen & Spirits, Hourglass Tavern, ICHIRAN, Joe Allen, Junior's Restaurant, La Pulperia, Le Rivage, New York Marriott Marquis, Orso, Planet Hollywood, Sake Bar Hagi 46, Sony Hall, The House of Brews, The Ribbon, Toloache, TSQ Taqueria, and 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, Lee England Jr., Mariachi Nuevo Mexico, Paul Mueller, and StreetMule.

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 seventh 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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