

FROM: TIMES SQUARE ALLIANCE www.TimesSquareNYC.org
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PRESS RELEASE

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

20 RESTAURANTS WILL OFFER A \$35 3-COURSE PRIX FIXE MENU FROM OCTOBER 23–30 FOR A VARIETY OF DINING OPTIONS

(Times Square, N.Y. – October 22, 2020) The Times Square Alliance today announced a twist on the 26 year tradition of Taste of Times Square, the annual outdoor food and music festival on 46th Street 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 27th year, the festival has pivoted to **TASTE OF TIMES SQUARE WEEK** to support local businesses struggling to serve customers during a global pandemic. During Taste of Times Square Week, the twenty participating restaurants will feature a special Taste of Times Square three-course prix fixe menu — appetizers, entrées, and dessert — for only \$35 (beverages, tax, and tip not included). Diners can sit indoors or outdoors, compliant with New York State COVID-19 dining regulations, or get their food delivered or to go as the restaurant offers. **The promotion will kick off on Friday, October 23 and run through Friday October 30.** Details about participating restaurants (also listed below) and their menus can be found at www.TSq.org/Taste.

"Every June for the past 26 years, we have celebrated international cuisine and live music in Times Square through a multi-block festival," said **Tim Tompkins, President of the Times Square Alliance**. "Our event looks different this year but supporting our restaurants hasn't changed. We call New Yorkers and visitors who are #AllInNYC to Times Square to explore these fabulous restaurants that are safely welcoming guests with delicious food."

To enhance your dining experience, Tony's Di Napoli will be activating the plaza at 43rd 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. This unique dining experience is available by reservation only and can be arranged by contacting Tony's directly at: 212-221-0100.

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

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. They engage the community in song, dance, and visual art, all while wearing masks and remaining socially distanced. 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.

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

Participating restaurants:

An'nam	Pasta Lovers Trattoria
BarDough	Pizzeria Perfect Pizza
Bareburger	Playwright Celtic Club
Dos Caminos	Russian Samovar
Ellen's Stardust Diner	Seamore's Takeover @ Urbanspace
Gallaghers Steakhouse	Swing 46 Jazz & Supper Club
Havana Central	Tito Murphy's
Hold Fast Kitchen & Spirits	Toloache Restaurant
Joe Allen Restaurant	Tony's Di Napoli
Le Rivage	Trattoria Trecolori

For calendar listings:

DATES: October 23 – 30, 2020
TIME: Check restaurant hours for specific timing
PLACE: each participating restaurant (see above or visit www.TSQ.org/Taste)
PRICE: \$35* prix fixe menu (visit www.TSQ.org/Taste for details)

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

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 www.hollyannedevlin.com

Instagram: @misshollya @happyhourprohibition @kaleidoscopeent

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