

FROM: TIMES SQUARE ALLIANCE

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FOR IMMEDIATE RELEASE

THE TIMES SQUARE ALLIANCE PREPARES FOR SUMMER IN THE CITY AND ANNOUNCES JUNE CALENDAR OF EVENTS

The 15th Annual Outdoor Food and Fun Festival “TASTE OF TIMES SQUARE” Returns on Monday, June 2 to Kick-Start the Festivities

New York -- **THE TIMES SQUARE ALLIANCE** (Tim Tompkins, President) has announced that the 15th Annual **“TASTE OF TIMES SQUARE”** food and entertainment festival will take place Monday, June 2, the first of three public events that will entertain and engage locals and tourists alike this June.

"Taste of Times Square is the perfect kick-off to a series of exciting events throughout the month of June. There are few places on earth where you can find such diversity of chefs and cuisine from all around the world," says Times Square Alliance President Tim Tompkins, "and that's why dining out in Times Square is such an adventure. But of course this event is just the appetizer – we're also serving up Dancing at the Crossroads and Solstice in Times Square: Mind Over Madness Yoga later in the month."

Attended annually by over 20,000 food fans, **“TASTE OF TIMES SQUARE”** takes over West 46th Street between Broadway and Ninth Avenue, including historic Restaurant Row, offering visitors a chance to sample "tastes" of signature dishes from more than 50 of Times Square's greatest restaurants, including Becco, Shula's Steak House, Chop Suey and Bourbon Street. And to entertain the eyes and ears as well as the taste buds, there will be an international array of live entertainment throughout the Festival – from Flamenco to Irish fiddle, from Cajun to blue grass and much more. In addition, attendees are welcome to dance off their dinners to world class swing music by George Gee and the Jump, Jive & Wailers under the SWING 46 tent. And, for those still working on their moves, free dance lessons will be provided by Dance Manhattan Studios.

There is no admission to the Festival, and tickets valued at \$1 can be redeemed for “tastes” at each of the booths. Tickets are available beginning at 3pm at the ticket trailer on 46th Street on the day of the event.

Patrons will be able to wash down all the delectable food with Snapple Antioxidant Water, the delicious beverage is available in seven unique flavors inspired by nature's “superfruits,” including pomegranates and acai berries. Taste of Times Square is also supported by WCBS-FM and MVP/NY, the number one information source for New York City travelers.

“TASTE OF TIMES SQUARE” kicks off a series of exciting summer events sponsored by the Times Square Alliance.

On June 8th, the Alliance partners with Dancers Responding to AIDS to present **“Dancing at the Crossroads,”** a free performance featuring top dancers from some of the most creative companies in New York City and beyond, performing publicly in Times Square.

“Solstice in Times Square,” a free public yoga-fest, will return on June 21. Both experienced and beginner Yoga enthusiasts gather in Times Square to find tranquility and transcendence in the midst of the urban energy of the world's most commercial and frenetic place.

For more information, log onto www.timesquarenyc.org.

Times Square Alliance, founded in 1992, works to improve and promote Times Square. In addition to providing safety and sanitation services, the Alliance coordinates many major events in Times Square including New Year's Eve, manages an Information Center and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues.

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