



FOR IMMEDIATE RELEASE

Irwindale Ups the Ante for Local Restaurants through Poker Tournament Local restaurants to participate in innovative program

Irwindale, CA. (August 20, 2009) – The Irwindale Chamber of Commerce is pleased to announce an innovative program designed to provide a fun way for local foodies to enjoy discounts at their favorite restaurants while driving much needed business to local eateries. Recognizing that the current economic climate has had a tremendous impact on the restaurant industry, a task force was formed to design a new program that would showcase local restaurants.

The World of Food Poker Tour combines elements of a “taste of...”, a poker tournament and a poker run. According to Lisa Bailey, Irwindale Chamber President and CEO, “After careful consideration it was determined that the popular “taste of” events do showcase participating restaurants however they do not necessarily increase sales or encourage customers to visit the establishment. Our concept encourages players to visit the restaurants prior to the tournament which was very important to us.”

“When we were told about the concept we were very excited” said Marissa Buckisch, Executive Vice President of Picasso’s Café, Catering and Bakery. “We are always happy to participate in various events for the community and work with the city chambers either by providing food, manpower or donations but this is the first time any chamber has approached us with a concept to bring customers to us.,,we are going ALL-IN!”

In order to compete, each participant must first register and “buy-in”. Once registered, each player should visit the participating restaurants from September 8th through October 2nd. Upon ordering an entrée, each player will collect a poker chip and receive a free beverage. All of the participating restaurants will offer additional bonus chips which will be collected in addition to the standard buy-in that all players will receive. The culmination of these efforts is the event to be held on the evening of October 2 in the "Pub" at the MillerCoors Brewery, the presenting sponsor, in which participants will compete in a Texas Hold-em elimination-style tournament with professional dealers and tables. Prizes will be provided for the final table players and the tournament winner. The grand prize is a Cruise for Two valued at over \$1000!

Details, information and registration for players, guests and a list of participating restaurants is available on the Irwindale Chamber of Commerce website (www.irwindalechamber.org) If you are interested in being a part of the tournament, please visit the Irwindale Chamber of Commerce website soon to ensure that you do not miss out on this fun event.

About Picasso's Café, Bakery and Catering Co.

As the community's largest local private catering company with over 20 years of business, Picasso's is focused on providing you, our dining guests in Irwindale and catering guests worldwide, with quality food products and events, consistent service, and all at a competitive price. Picasso's commitment is to be an active responsible leader in the community and to support the personal and professional growth of the underprivileged of all ages locally. In addition, Picasso's commitment is to express gratitude daily by being a shining example of the restaurant industry through our catering donations, monetary sponsorships, volunteer work and support of local nonprofit groups and organizations and nationwide relief efforts. For more information, visit www.PicassosCafe.com

About Irwindale Chamber of Commerce

The Irwindale Chamber of Commerce represents local companies and is a premier business member organization dedicated to serving as advocates for pertinent issues affecting the local business community, while serving as a vehicle to promote business and community development in Irwindale. For more information, visit www.irwindalechamber.org

For more information, please contact:

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