

Contact:
Jessie Radies
780.482.7178
780.996.1394

News Release
January 18, 2006

10 MORE REASONS TO GO LOCAL

Indie restaurants thank Edmontonians for their support over the past year

Restaurants of Original Fare

Blue Plate Diner

Il Portico

Jack's Grill

Manor Café

Parkallen Restaurant

Red Ox Inn

Savoy Lounge

Suede Lounge

The Blue Pear

The Creperie

The Dish

The Free Press Bistro

Wild Tangerine

Edmonton, AB . . . Ten bucks doesn't go very far anymore, especially if you are traveling by car. But the local owners and operators of some of Edmonton's most respected independent restaurants want to change this during 10 of the longest days of the year.

For 10 evenings on Sundays to Thursdays between January 22 and February 2, restaurant patrons can enjoy flavourful fare for only \$10 at participating restaurants around the city. The promotion is a special thank you to Edmontonians for their support of local cuisine. **\$10 FARE for 10 Days** event also celebrates the first year of operation for the Food and Restaurant Entrepreneurs (FARE).

"We have just had such phenomenal support from Edmontonians over the past year...as individual restaurants and as a group," explains Jessie Radies, organizer of FARE and co-owner of The Blue Pear, one of the participating restaurants.

"Thank you just doesn't quite cut it. So we came up with this promotion to let the city know how much difference their support really makes to our businesses."

Existing patrons as well as those interested in trying out a new restaurant or supporting an independent business are all encouraged to take advantage of this special offer. In this fast-paced world with its proliferation of drive thrus and convenient yet often nutritionally poor food, originality, choice, and commitment to using local produce and products may go by the wayside in the pursuit of higher profit margins. FARE strives to level the playing field.

Building an organization able to support and celebrate culinary independence and creativity has already proven to be incredibly successful. Numbers are up for members and response from the community as a whole to the concept behind FARE has been very positive.

"We have our restaurants here because this is our home. Edmonton isn't just a target market to us...it is where we live and raise our families," adds Radies.

About FARE:

Independent restaurants give Edmonton its flavour. Edmonton is our home, not just a target market. The Food and Restaurant Entrepreneurs (FARE) is a group of local restaurateurs dedicated to promoting and preserving Edmonton's independent restaurants. FARE is a unique organization believed to be the first of its kind in Canada. Together we work to highlight the quality and diversity of Edmonton's independent restaurants, understanding there is strength in numbers. During our first year as an official group, FARE has grown to include more than a dozen establishments. From gourmet sandwich shops, neighbourhood diners, elegant lounges, casual bistros and fine dining locales, the independent restaurants of FARE help give Edmonton its flavour each and every day.
www.originalfare.com

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\$10 Fare for 10 Days

Sunday-Thursday
January 22-26, 2006

January 29-February 2, 2006

go to www.originalfare.com for offers and conditions