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## **I LOVE NEW YORK TO SPONSOR EAT DRINK LOCAL WEEK 2010**

*Eat Drink Local Week will run statewide beginning September 26*

*Participating restaurants are from the New York City, Finger Lakes, Hudson Valley, Catskills, and Long Island regions*

I LOVE NEW YORK today announced that it has teamed up with Edible Magazines around the state to promote Eat Drink Local week, a statewide restaurant week dedicated to promoting local food and drink, New York State farmers, food markets, chefs and more. It involves partners across the entire food industry, including restaurants, wine shops and wineries, beer bars and breweries, farms and food artisans, and cultural institutions that celebrate food. Eat Drink Local Week will run statewide starting September 26.

“New Yorkers can help us in our mission to foster economic growth in New York State by eating and drinking locally during the week of September 26<sup>th</sup>,” said Empire State Development Chairman and CEO Dennis M. Mullen. “From my home town of Rochester to the tastes of the Hudson Valley, there is a wealth of fresh products grown throughout the state. We are proud to be a part of Eat Drink Local Week, recognizing our regional agriculture as well as the restaurants and other businesses that support local food and drink.”

I LOVE NY will co-sponsor Eat Drink Local week 2010 along with Edible magazines and other partners across the state. The goal is threefold: to raise awareness about the bounty of products grown in the region; to drive customers to the restaurants and other businesses that support local food and drink; and to raise funds for a charitable partner dedicated to promoting regional agriculture.

“Across New York’s diverse vacation regions are numerous restaurants, each with their own unique flavors,” said Empire State Development Executive Director Peter Davidson. “This isn’t just a restaurant week, Eat Drink Local is an opportunity to get-to-know your local food market, farmer and artisan foodmaker. By next year, we aim to expand our partnership statewide and include an element of sustainable business practices into the program, building on the philosophy of Greenheart NY, New York State’s green tourism program. We encourage all New Yorkers to support our local businesses and discover a new taste of New York during Eat Drink Local Week.”

In addition, there are some other major events planned during the week that embody the spirit of Eat Drink Local and that we invite you to attend:

- September 23: An [Amish style heirloom vegetable auction](#) to be held at Sotheby's in New York City.
- September 25: A Long Island wine auction, [HARVEST](#) at Wolffer Estate Vineyards in Sagaponack.
- September 27: [The Edible Institute at the New School](#), a public discourse on urban food issues.
- October 2. [Harvest Fest at Stone Barns Center for Food and Agriculture](#).
- October 4. [The Festival of the 11 Ingredients at Chelsea Market](#), NY.
- September 28: A [Hungry Filmmakers](#) screening.
- October 2. [Harvest Fest at Stone Barns Center for Food and Agriculture](#).
- October 4. [The Festival of the 11 Ingredients at Chelsea Market](#), NY.
- October 6: The annual and unforgettable [Taste of Greenmarket](#).

Our partner restaurants are celebrating Eat Drink Local week by offering a variety of dining options including Eat Drink Local week prix fixe meals, featuring ingredients of the day throughout their menu and offering New York wine, beer or spirits. For a complete list of statewide Eat Drink Local participants please visit:

[www.ediblemanhattan.com/events/eat-drink-local-week/](http://www.ediblemanhattan.com/events/eat-drink-local-week/)  
[www.ediblehudsonvalley.com](http://www.ediblehudsonvalley.com)  
<http://www.ediblecommunities.com/fingerlakes/>

*Also be on the lookout for our green heart logo which will identify the green certified restaurants that are participating!*

New York State features 11 beautiful vacation regions. New York's attractions span from landmarks such as Niagara Falls to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it's wide-ranging outdoor activities for the whole family like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers. For more information about what is going on at I LOVE NY and New York State, make sure to follow us on Twitter at [www.twitter.com/I\\_LOVE\\_NY](http://www.twitter.com/I_LOVE_NY) or fan us on Facebook at [www.facebook.com/iloveny](http://www.facebook.com/iloveny).

Discover another reason to love New York by visiting [www.ILOVENY.com](http://www.ILOVENY.com).

***Empire State Development*** is New York's chief economic development agency, committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit [www.esd.ny.gov](http://www.esd.ny.gov).

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