

For Immediate Release
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Dining Out for Life® Day – Thursday, April 30th

The Western North Carolina AIDS Project (WNCAP) will join 50 other cities across the country and in Canada on Thursday, April 30th, 2009, for their 7th annual Dining Out for Life® benefit. Over 90 restaurants will take part in the event here locally. All monies raised will help WNCAP continue their mission of increasing awareness to “at risk” individuals through their Outreach Education & Prevention programs in 19 counties and providing case-managed care to all those already affected by HIV/AIDS.

Although the event base is in Asheville, this year we will have restaurants in Sylva, Black Mountain, Hendersonville, Saluda, Brevard, Waynesville, Maggie Valley, Weaverville and Woodfin. On that date all restaurants will generously donate 20% of their gross sales to the Western North Carolina AIDS Project. Last year’s event raised over \$117,000 and is the largest annual fundraiser to support the mission of WNCAP. Thanks to the generosity of our sponsors, only 3.8% went towards expenses.

This year Emmy Award winner and author Ted Allen of Bravo’s Food Network, Queer Eye and host of the PBS series “Uncorked”, will again be the International Spokesperson for Dining Out for Life®. Ted is also spokesman for Robert Mondavi Wines and a contributing editor for Esquire Magazine and has been on the best seller list for various publications.

On April 30th, each participating restaurant will be part of an intense marketing campaign to increase diner traffic for breakfast, lunch and dinner that day and introduce people to new dining experiences. Diners will be greeted at each restaurant by Ambassadors to thank them for dining out and to offer them an opportunity to win an Eastern Caribbean cruise for 2 plus several other prizes in appreciation for their support. Diners and Ambassadors will celebrate the day with an After Party that evening at the Grove Arcade hosted by Carmel’s and Sante’ Wine Bar and featuring the song stylings of Ms. Katie Kasben.

Dining Out for Life® raises much needed AIDS awareness and serves as a reminder how our community is still affected by this devastating disease. To view a list of participating restaurants and our sponsors, visit www.wncap.org/dofl/

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