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SAMPLE PRESS RELEASES

TRAVEL & TOURISM

HIT THE ROAD THIS FALL

Fall Driving Tours for Westchester County, NY Now Available

TOURISM BOOMING IN WESTCHESTER COUNTY

Latest Data Indicates Strong Interest, High Rate of Return

A SUMMER WEEKEND GETAWAY:

See the Seven Wonders of Westchester

A PERFECT AFTERNOON, THE "WESTCHESTER WAY"

Hint: The Combination Includes Golf and Steak!

SEE THE SIGHTS, "THE WESTCHESTER WAY"

2001 Westchester County Travel Guide Now Available

TRADE SHOW

**GLM TO LAUNCH TOURIST, RESORT & IMPRINTED PRODUCTS
SHOW, A TRADESHOW SERVING CANADA'S TOURIST AND
RESORT INDUSTRY**

CULINARY INDUSTRY EMBRACED BY IH/M&RS

- Products, Seminars, Demonstrations Add Value to Show Participation -

LOCAL BUSINESSES

Local Experts Pick The Best Toys For The 2006 Holidays

FOR IMMEDIATE RELEASE
September 6, 2002
Contact: Traci Suppa / Kim Boggi
(914) 995-8500

HIT THE ROAD THIS FALL

Fall Driving Tours for Westchester County, NY Now Available

White Plains, NY -- Those who love autumn know that nothing beats a leisurely drive through the countryside to take in the colorful scenery. What's even better are two new Fall Driving Tour Itineraries, created by the Westchester County Office of Tourism, that take the guesswork out of which routes to take for the best views.

The two tours, "Foliage, Farms and Fine Estates" and "Bridge to Bridge," cover different areas of Westchester County. Each take approximately two to three hours to complete from start to finish. Detailed driving instructions are provided, using mile markers. Descriptions are given of historic sites, cultural institutions, and other points of interest along the routes.

"Foliage, Farms and Fine Estates" is a drive through the Northeast corner of Westchester County, covering backroads, rural routes, and village centers. Several agricultural and horse farms characterize the drive. For dreamers or lovers of architecture, many fine estate homes, historic houses and mansions punctuate the landscape.

"Bridge to Bridge" is a scenic drive from the Bear Mountain Bridge at the top of Westchester County down to the Tappan Zee Bridge in Tarrytown. This tour route parallels the mighty Hudson River, encompassing historic Route 9 and Taconic State Parkway. Highlights of this leisurely drive include breathtaking views of the Hudson, the powerful Croton Dam, and the historic Tarrytown Lighthouse.

More detailed versions, which include photo opportunities and scenic lookout points, rest areas and stops for shopping and dining, are posted on the Westchester County Tourism website, www.westchestertourism.com.

Free copies of the new Fall Driving Tour Itineraries are available to the public, by request (sample enclosed). Contact the Westchester County Office of Tourism by phone: (800) 833-9282 or (914) 995-8500; or by e-mail: tourism@westchestergov.com.

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FOR IMMEDIATE RELEASE

January 4, 2007

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TOURISM BOOMING IN WESTCHESTER COUNTY Latest Data Indicates Strong Interest, High Rate of Return

White Plains, NY – You may not recognize one on the street, but tourists are visiting Westchester in droves, boosting the county’s economy with an impact of over \$1 billion a year. New research collected by the Westchester County Office of Tourism sheds greater light on the economic effect of tourism, and provides a better understanding of visitor demographics.

Following are highlights from several sources that provide insight into the robust health of the local tourism industry.

STATEWIDE RESEARCH

In 2006, a “Tourism Economic Impact” study was released cooperatively by three statewide associations: the New York State Association of CVB’s (Convention and Visitors Bureaus); the Tourism Industry Coalition (TIC); and the Empire State Development Corporation. The report from Tourism Economics (a unit of Oxford Economics USA based in Philadelphia) provided statewide statistics and a short regional breakdown. Some key figures include:

- **Westchester County represented nearly 60% (the most of any other county) of the Hudson Valley region’s tourism sales, with over \$3.4 billion in visitor-driven expenditures.** Dutchess County represented 14%; Orange County accounted for 12%, and Rockland County represented 10%. Columbia County and Putnam County represented 3% and 2% respectively. Tourism in the Hudson Valley region at large generated over \$5.7 billion.
- Westchester represented the largest share in total direct visitor spending in the Hudson Valley region, with over \$1.9 billion.
- Westchester represented nearly 46% of the region’s tourism employment, with 16,946 direct tourism jobs.

LOCAL VISITOR PROFILE

In the second half of 2006, the Office of Tourism contracted with the Technical Assistance Center (TAC) at SUNY Plattsburgh to conduct two research studies; one on consumer travel into Westchester and one on motorcoach group travel. Visitors and tour operators who traveled to Westchester in 2005 were surveyed. The resulting data provided significant demographics about the county’s main travel markets, including average length of stay, most-visited attractions, geographical origin, mode of travel, age, etc.

Tourists to Westchester are affluent, well-educated and generally senior travelers who repeatedly visit the county, frequently to visit friends and family in the area. TAC conservatively estimated the number of 2005 visitors (leisure travel only) to be approximately **1.6 million**. Additional data from this survey of recent visitors reveals:

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- The average annual income of respondents was more than **\$93,643**.
- Approximately one-third of all respondents visited for day trips. 31% stayed in hotels and 27% with family and friends.
- The average daily expenditures were **\$430** per party; the average length of stay was **2.4 nights**.
- **94%** of the respondents indicated that they planned to visit the region in the future, with 71% planning on visiting within one year.
- The five most-visited attractions were The Westchester (shopping center); Playland Amusement Park; Kykuit, the Rockefeller Estate; Hudson River Museum; and Lyndhurst.
- 75% indicated that the travel information they received from the Westchester County Office of Tourism reinforced or enhanced their travel plans to the county, while 18% were inspired to take a trip that they had not previously planned.

“Each and every relative that comes to Westchester for a visit, even for a weekend, supports the tourism industry and the larger economy,” said Margo Jones, Director of the Westchester County Office of Tourism. “Our mission is to entice them to stay longer, visit more sites, and recommend us to their friends back home.”

MOTORCOACH GROUPS

Tour operators continue to be interested in Westchester County as a destination for tour groups. The TAC study reported the most popular types of tours into Westchester incorporated **history and heritage themes** as well as tours to specific area events. Of those who responded to the survey, almost half provide senior-age day trips, and the majority brought tour buses carrying more than 20 passengers. Other important results included:

- Sightseeing and cultural heritage attractions represented over 90% of the group activities engaged in by operators. Sixty-eight percent reported **fall foliage** as a popular itinerary activity.
- Eighty-two percent indicated that their tours came to Westchester County in the fall season; 65% in the spring; 53% in the summer; and 18% in the winter.
- Ninety-four percent of the operators indicated that their average length of stay in Westchester County was one day and 71% reported it as the final destination.
- One hundred percent of the operators responding indicated that they carried seniors age 65 and over, while 88% also served the “Baby Boomer” market (age 35-64).

HOTEL STAYS

According to the Westchester County Department of Finance, **\$4,820,624.86** was collected from Westchester’s hotels and motels from the 3% Hotel Occupancy Tax. This revenue increased 2.9% over 2005, indicating growth in overnight stays at area accommodations.

The latest hotel occupancy data from Smith Travel Research indicated an **80% hotel occupancy rate** in Westchester and Rockland counties combined in October 2006, a 4.2% increase over the same month in 2005.

WEB SITE USAGE

Reflecting the growing national trend of accessing travel information via the Web, Westchester County’s tourism website (www.westchestertourism.com) received **1,642,720 “page views” in 2006, a 22% increase over 2005**.

The Westchester County Office of Tourism is part of the Office of Economic Development, and is recognized by the state as the county’s Official Tourism Promotion Agency. Phone: (800) 833-9282 or (914) 995-8500; e-mail: tourism@westchestergov.com; website: www.westchestertourism.com.

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Westchester County Office of Tourism
Contact: Traci Suppa / Kim Sinistore
(914) 995-8500
t1s1@westchestergov.com

A Summer Weekend Getaway: See the *Seven Wonders of Westchester*

White Plains, NY -- North of New York City, history and the arts flourish in **Westchester County**, reflecting a pre-Revolutionary past that attracted (and still attracts) those seeking a more rural alternative to Manhattan. Westchester is an ideal and easily accessible weekend getaway destination, serving as a gateway to the **Hudson River Valley** region of upstate New York.

A two or three-day weekend provides just enough time to drive or take the train from any mid-Atlantic state into the heart of Westchester. Several first-class hotels, inns, or bed and breakfasts offer a great place to stay. The bustling City of White Plains is the county seat, but you can choose to stay in smaller, charm-filled towns such as Rye or Tarrytown.

Once you get your bearings, head out for a full itinerary of **cultural exploration**. Plan to visit the "**Seven Wonders of Westchester**". This group is comprised of the county's most-visited historical sites, museums and performing arts venues, including: **Kykuit**, **the Rockefeller Estate** in Sleepy Hollow; the **Philipsburg Manor** of Sleepy Hollow; **Sunnyside**, **Washington Irving's** former Tarrytown home; **Van Cortlandt Manor** in Croton-on-Hudson; the **Lyndhurst Estate** in Tarrytown; the **Caramoor** Center for Music and the Arts in Katonah; the **Hudson River Museum** of Westchester in Yonkers; the **Performing Arts Center** at Purchase College; the **Neuberger Museum** of Art in Purchase; and the **Katonah Museum** of Art.

Day one can be spent along the shores of the majestic Hudson River. Several picturesque river towns, including Yonkers, Tarrytown and Sleepy Hollow, claimed famous residents significant to American history: Washington Irving, the Trevor, Gould, Philipse and Van

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Page Two of Two

Cortlandt families, and three generations of the Rockefeller dynasty. Their grand homes -- Sunnyside; the Glenview Manor at the Hudson River Museum; Lyndhurst; Philipsburg Manor; Van Cortlandt Manor; and Kykuit; respectively, reflect several architectural periods and styles. All have been expertly preserved, restored, and are open for interpretive touring.

You may need a second day to visit everything you want to see, especially since you will be tempted to stop between sites and shop for antiques, stroll along the Old Croton Aqueduct while taking in a view of the Hudson River, or stopping at a sidewalk café for lunch in a village.

Save your energy for an evening of live entertainment at the Performing Arts Center at Purchase College, the largest professional performing arts center between New York and Montreal.

Head north on your final day in Westchester, and tour the Katonah Museum of Art, or take in a classical music concert at the Caramoor Center for Music and the Arts. Take a picnic lunch with you to Caramoor, where you can spend a lazy afternoon among the beautiful gardens on the grounds. Don't forget to bring home "fresh" souvenirs from your trip: stop at one of the nearby orchards, farm stands, or the North Salem Vineyard and pick up some of the best of Westchester's bounty.

For more information on visiting Westchester County, New York, contact the Westchester County Office of Tourism at (800) 833-9282, or (914) 995-8500, or visit www.westchestertourism.com.

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Note to Editors: The Westchester County Office of Tourism can facilitate a media trip for you. Please contact Traci Suppa, Marketing Director, at (914) 995-8500 or tls1@westchestergov.com.

Digital images of these sites are available; please e-mail tls1@westchestergov.com.

FOR IMMEDIATE RELEASE

May 18, 2006

Contact: Traci Suppa / Kim Sinistore

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A PERFECT AFTERNOON, THE “WESTCHESTER WAY”

Hint: The Combination Includes Golf and Steak!

White Plains, NY – Does this summertime scenario appeal to you? You tee off at 2:00 p.m. and play 18 challenging holes on an affordable and scenic golf course. After you’ve worked up a hearty appetite, your mind turns to thoughts of a fork-tender filet, and you head for a popular steakhouse.

If so, plan your next perfect afternoon in Westchester County, New York’s Golden Apple destination just north of Manhattan and the gateway to the Hudson River Valley!

Westchester’s six county-owned public **golf courses** offer golfers of all ages great challenges along with great value. Each course, including the new Hudson Hills in Ossining, feature picturesque greens and holes that can both excite and frustrate the weekend golfer! Greens fees begin at just \$24 for the back nine on a weekday (less for Westchester County Parks Pass holders). Incentive programs such as the Frequent Golfer Rewards Program and the new Replay Program encourage return visits. For more information on the courses, rates and amenities, visit www.westchestergov.com/parks.

**** Attached is a list of Westchester County’ Public Golf Courses, and the Best Holes to Play on Each. ****

Steak houses are conveniently located throughout Westchester County, and offer a range of dining experiences and menu offerings. The Willett House in Port Chester, for example, evokes the atmosphere of an era gone by, as you dine within the 1880 landmark granary building with exposed brick and a water view. At Noda Japanese Steak House in White Plains, your steak can be prepared hibachi-style at your table, and at the Rock’N Horse Steak House in Croton-on-Hudson, you can enjoy live music with your meal.

**** Attached is a select list of steak houses located in Westchester County. ****

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The Best Holes on Westchester County's Public Courses

Dunwoodie

Hole #4 – Par 4, 375 yards

A big oak tree guards the right side, just one of many trees that line the fairway on this uphill challenge. A sharply canted green with a narrow throat complete the test.

Hudson Hills

Hole #17 – Par 4, 458 yards

There is no let up on this difficult dogleg, which calls for a long drive up the left side of the fairway to give the player a better angle into the elevated and blind green. A large tree guards the deep putting surface.

Maple Moor

Hole #15 – Par 3, 202 yards

As picturesque as it is demanding, this one-shot hole plays over a small valley to an elevated green, which is guarded by well-placed bunkers and a steep false front.

Mohansic

Hole #14 – Par 4, 432 yards

A long, well-placed tee shot is necessary to avoid the fairway bunkers and make the turn on this scenic downhill dog-leg. The small, bunkered green demands an accurate approach.

Saxon Woods

Hole #10 – Par 4, 460 yards

Two long shots are required to reach the green that lies up and over a hill. Deep bunkers flank the green to make the approach shot particularly unforgiving.

Sprain Lake

Hole #18 – Par 4, 440 yards

The elevated tee invites a booming drive to a deceptively-narrow fairway. The multi-level green is surrounded by trees, a steep hill, and bunkers.

Westchester County (NY) Steakhouses

Beefsteak Charlie's

540 Saw Mill River Road

Elmsford

914-592-2444

Monday – Friday: 12:00pm – 10:00pm; Saturday: 4:00pm – 10:00pm; Sunday: 1:00pm – 8:00pm

Menu includes: Prime Rib, Sirloin, Filet Mignon, Porterhouse, T-Bone, NY Strip

Boulder Creek Steakhouse

1111 Central Avenue

Yonkers

914-965-0265

www.bouldercreeksteakhouses.net

Monday – Thursday: 12:00pm – 10:30pm; Friday: 11:30pm – 11:30pm; Saturday: 11:30pm – 12:00am; Sunday: 11:30pm – 10:00pm

Menu includes: Filet, Ribeye, Porterhouse, Sirloin

Chart House

1 High Street

Dobbs Ferry

914-693-4130

www.chart-house.com

Monday – Thursday: 5:00pm – 10:00pm; Friday & Saturday: 5:00pm – 11:00pm; Sunday: 11:00am – 2:00pm Brunch; 3:00pm – 10:00pm Dinner

Menu includes: Prime Rib, NY Strip, Filet

Flames Steakhouse

533 North State Road

Briarcliff Manor

914-923-3100

www.flamessteakhouse.com

Sunday, Tuesday – Thursday: 11:00am – 11:00pm; Friday & Saturday: 11:00am – 10:00pm

Menu includes: Filet, Ribeye, T-Bone, Shell Steak (Prime), Porterhouse, Sirloin

Frankie & Johnnie's Steakhouse

77 Purchase Street

Rye

914-925-3900

www.frankieandjohnnies.com

Tuesday – Thursday: 11:30am – 10:00pm; Friday: 11:30pm – 11:00pm; Saturday: 5:00pm – 11:00pm; Sunday: 5:00pm – 9:30pm

Menu includes: Sirloin, RibEye, T-Bone, Porterhouse, Filet Mignon

Harry's of Hartsdale

230 East Hartsdale Avenue, Hartsdale
914-472-8777

www.harrysofhartsdale.com

Sunday – Thursday: 11:00am – 10:00pm; Friday & Saturday: 11:00am – 11:00pm
Menu includes: Filet Mignon, T-Bone, Porterhouse, Rib-Eye, NY Strip

The Jolly Trolley Bar & Grill

181 East Boston Post Road
Mamaroneck
914-698-6610

www.thejollytrolleybarandgrill.com

Daily: 11:30am – 12:00am

Menu includes: Filet, NY Strip, Top Sirloin, Prime Rib, Rib-Eye, Burgers

Morton's, The Steakhouse

9 Maple Avenue
White Plains
914-683-6101

www.mortons.com

Monday – Saturday: 5:00pm – 11:00pm; Sunday: 5:00pm – 10:00pm

Menu includes: Filet, New York Strip, Rib-Eye, Bone in Rib-Eye, Prime Rib

Noda Japanese Steak House & Sushi

200 Hamilton Avenue
White Plains
914-949-0990

www.nodarestaurant.com

Monday – Friday: 12:00pm – 2:30pm Lunch; Monday – Thursday: 5:00pm – 10:00pm;
Friday & Saturday: 5:00pm – 11:00pm; Sunday: 5:00pm – 9:30pm

Menu includes: Filet Mignon, Sirloin

Outback Steakhouse

1703 Central Park Avenue
Yonkers
914-337-3244

www.outback.com

Monday – Thursday: 4:00pm – 10:30pm; Friday: 4:00pm – 11:00pm; Saturday: 3:00pm – 11:00pm; Sunday: 3:00pm – 10:00pm

Menu includes: Filets, Rib-Eye, NY Strips, Sirloins, Porterhouse, Prime Rib

Rock'N Horse Steak House

2016 Albany Post Road
Croton
914-271-1234

www.rockn-horse.com

Daily: 5:00pm – 10:00pm

Menu includes: Filet Mignon, Prime Rib, Rib-Eye, NY Strip

Sizzler

2368 Central Park Avenue

Yonkers

914-793-4000

www.sizzler.com

Monday – Thursday: 11:00am – 9:00pm; Friday: 11:00am – 10:00pm; Saturday: 9:00am – 10:00pm; Sunday: 9:00am – 9:00pm

Menu includes: Sirloin, Flat Iron, Rib-Eye, Porterhouse, Filet Mignon

Tino's Country Manor

Route 9A

Hawthorne

914-769-7236

Daily: 4:00pm – 12:00am

Menu includes: Shell, NY Strip, Rib-Eye, T-Bone, Porterhouse, Filet Mignon

Tollgate Steakhouse

974 East Boston Post Road

Mamaroneck

914-381-7233

www.tollgatesteakhouse.com

Monday – Thursday: 12:00pm – 9:30pm; Friday: 12:00pm – 10:30pm; Saturday: 5:00pm – 10:30pm; Sunday: 1:00pm – 9:00pm

Menu includes: Porterhouse, Filet Mignon, Rib-Eye

The Willett House

20 Willett Avenue

Port Chester

914-939-7500

www.thewilletthouse.com

Monday – Friday: 11:45am – 10:00pm; Saturday: 12:00pm – 10:30pm; Sunday: 4:00pm – 9:00pm

Menu includes: Porterhouse, Rib-Eye, Prime Rib, Shell Steak, Filet Mignon, T-Bone

FOR IMMEDIATE RELEASE
April 27, 2001
Contact: Traci LaRosa Suppa

**SEE THE SIGHTS, "THE WESTCHESTER WAY"
2001 Westchester County Travel Guide Now Available**

White Plains -- Stop and smell the roses in the garden of Kykuit, the magnificent Rockefeller Estate. Kayak by moonlight on the mighty Hudson River, and maybe catch a glimpse of a bald eagle. Nibble cotton candy and stroll the old-fashioned boardwalk at Playland, one of America's first amusement parks. Have breakfast near Tiffany's, in The Westchester, a superlative shopping mall. Walk the North White Plains battlefield where George Washington fought for our independence.

These extraordinary experiences share a common geography -- they can all be found in Westchester County, New York. A newly-released publication, "The Westchester Way", is the annual Travel Guide to Westchester County, and provides details on these opportunities and more.

The 68-page, four-color guide, produced by the Westchester County Office of Tourism under the leadership of Director, Margo Jones, contains comprehensive information on the county's hotels, attractions, historical sites, performing arts centers, parks and recreational opportunities, shopping, nightlife and children's activities. A calendar of special events describes the fairs, festivals, musical and theatrical programs, ethnic celebrations, museum exhibitions, holiday activities, craft, antique and auto shows, and major sporting events taking place county-wide throughout 2001.

New to the Travel Guide is a special section, "Dining The Westchester Way", which highlights many of the best restaurants in Westchester. Each restaurant that advertised in the guide is listed with information on the type of cuisine served, hours of operation, meal prices, availability for groups, and more. Also new to the guide this year is information on parades, fireworks displays, Westchester movie and TV locations, and ideal bird watching sites.

The magazine-style guide is available to the public free of charge, and can be requested by calling the Westchester County Office of Tourism at (800) 833-9282 or (914) 948-0047, by visiting the Tourism website at www.westchestergov.com, or by stopping by the Westchester Tourism offices at 222 Mamaroneck Avenue (Suite 100) in White Plains. Special interest brochures and maps are also available.

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GLM TO LAUNCH TOURIST, RESORT & IMPRINTED PRODUCTS SHOW, A TRADESHOW SERVING CANADA'S TOURIST AND RESORT INDUSTRY

WHITE PLAINS, NY, March 17, 2003 ... George Little Management, LLC (GLM[®]) has announced the launch of the Tourist, Resort & Imprinted Products Show[™] - a new tradeshow featuring art, apparel, souvenirs and related resort and hotel merchandise. This new annual show, which will debut in January 2004 in Toronto, addresses a heightened demand for a stand-alone tourist and resort event, and will replace the *Tourist and Resort* division of the GLM-managed Toronto International Gift Fair[™].

The first edition of the Tourist, Resort & Imprinted Products Show will run January 23-26, 2004, at the Metro Toronto Convention Centre, and is expected to feature some 150 exhibitors in 25,000 net square feet of exhibit space, and to attract approximately 3,000 attendees. The Show will be co-located with the Toronto International Gift Fair, Canadian Toy & Hobby Fair and Signatures[™] By Hand Toronto, Canada's Artisan Gift Show. Additionally, the Show will overlap with the Canadian Gift and Tableware Association (CGTA) Gift Show, collectively offering buyers the broadest range of product offerings in the Canadian market.

"In response to market demand, we are pleased to be able to create Canada's sole marketplace offering a wide variety of merchandise suited to the tourist and resort industry," said Chris Gowe, group manager. "This new Show will give buyers in this industry access to the most extensive collection of products in one location, every January."

Tourist, Resort & Imprinted Products Show exhibitors will present a wide range of apparel, Canadian handcrafted items, First Nations art, imprinted merchandise, Inuit art, jewelry, museum products, resort wear, tourist sundries, souvenirs and specialty foods. Attendees will include buyers from resorts, tourist attractions, seasonal businesses, specialty retail operations, gift shops, galleries and museums, resort souvenir shops and hotels.

GLM is the largest producer and marketer of tradeshow for consumer goods in North America, serving industries as diverse as giftware, stationery, textiles, tabletop, gourmet products, personal care and fragrance. GLM also has an extensive roster of managed business exhibitions, which serve the hospitality and meeting planning industries.

GLM, along with partner dmg world media, is involved in the production of 50 tradeshow annually, featuring more than 36,000 exhibitors in more than 6.6 million net square feet of exhibit space and attracting some 640,000 attendees. Headquartered in White Plains, NY with offices in Los Angeles and Canada, the third-generation, closely held business employs more than 200 staff.

The Tourist, Resort & Imprinted Products Show will be managed by GLM on behalf of dmg world media. For exhibitor information, contact Anita Schachter, show manager, at 180 Duncan Mill Road, 4th Floor, Toronto, Ontario, M3B 1Z6 Canada. Telephone (888) 823-7469, or (416) 385-1880. FAX (416) 385-1855. E-mail: anitaschachter@cs.dmgworldmedia.com.

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CULINARY INDUSTRY EMBRACED BY IH/M&RS
- Products, Seminars, Demonstrations Add Value to Show Participation -

WHITE PLAINS, NY, September 30, 2005...Resources from 600 culinary exhibitors, continuing education credit, updates on flavor directions and “culinology,” and access to Kosherfest – all are added benefits for members of the culinary industry participating in the 2005 International Hotel/Motel & Restaurant Show[®] (IH/M&RS), Saturday, November 12, through Tuesday, November 15, 2005, at New York City’s Jacob K. Javits Convention Center.

IH/M&RS will offer an array of products, an extensive educational seminar series, food demonstrations, exhibits and networking events. Many of the programs have been developed in cooperation with leading culinary organizations, including: DiRona (Distinguished Restaurants of North America), SFM (Society of Foodservice Management), ACF (American Culinary Federation), AIWF (American Institute of Wine & Food), RCA (Research Chefs Association), WCR (Women Chefs & Restaurateurs), and the CIA (Culinary Institute of America).

“With valuable input from the leading trade associations, we have created programs designed specifically for the culinary industry,” said Christian Falkenberg, show manager. “IH/M&RS has become an important professional development event, in addition to the leading trade show in the industry.”

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Culinary Products

More than 600 companies at IH/M&RS will offer products related to food & beverage, equipment and supplies, tableware, linens, uniforms, restaurant technology solutions, furnishings, cleaning, menus, etc. Of note is the NJRA Foodservice Arena, a 75-booth pavilion of foodservice vendors, sponsored by the New Jersey Restaurant Association.

New companies to the show will be: Takibun Sushi; McCain Foods; Nespresso (self-serve coffee equipment); Belleco Foodservice Equipment (bakery equipment); Axiom Equipment (reach-in freezers); Buffet Euro (display and serving equipment); Sybaritic Industries (table linens); Corona Hotelware (china); Clorox Professional (cleaning) ; and Wine Down Accessories (wine serving and accessories).

Culinary Seminars and Education

Seminars covering culinary topics punctuate the IH/M&RS event schedule, with sessions covering topics such as: “Spa Cuisine Scales New Heights;” “Destination Restaurant Development and Promotions” and “Hot, Hot, Hot... Cocktails, Gourmet Dining & Ultra Lounges.” Some 40 sessions are certified for continuing education hours through both the American Culinary Federation (ACF) and the Educational Institute of AH&LA.

Additionally, for the first time, the IH/M&RS and ACF have partnered to offer ACF Certification Practical Exams during the market. Testing will be administered by representatives of the International Chefs Association (ICA)-ACF Big Apple Chapter on Saturday, November 12, at the Art Institute of New York City. For information and fees, visit www.ihmrs.com

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Restaurant Futurists

The *Restaurant Futurists* program will feature a total of twelve presentations and educational lectures during IH/M &RS. Titled “New Directions – The Hot Buttons: Flavor Directions, Research and Development, Sustainability, Technology and Education,” the series will cover cutting-edge culinary information. Sunday sessions are presented as demonstrations headlined by Chef Charlie Trotter; Monday sessions are focused on research and development; and on Tuesday the emphasis is on education.

IH/M&RS Demonstration Kitchen

The IH/M&RS Demonstration Kitchen will feature both pastry and traditional cooking demonstrations, during which chefs prepare a chosen specialty and offer tastings. The program, which takes place on Sunday, November 13 and Monday, November 14, will include demonstrations of “new directions” of Asian and Latin Flavors as part of the “Restaurant Futurists” program, as well as participation by chefs representing the ACF Big Apple Chapter, Societe Philanthropique, and Le Cordon Blue.

Special Exhibits

The Salon of Culinary Art returns to IH/M&RS with a “Food as Art” exhibit, presented by Societe Culinaire Philanthropique.

Co-location with Kosherfest

On Tuesday, November 15th, IH/M&RS will take place alongside the Kosherfest 2005 show at the Javits Center, thus significantly expanding the culinary, equipment and tabletop resources available to attendees of both shows. Through this co-location, both

shows offer reciprocal access and exciting cross-market promotions. Kosherfest presents a wide range of Kosher food, beverage and foodservice resources from around the world, as well as keynote and conference sessions by industry experts. Educational sessions will cover the topics of Kosher trends and marketing Kosher products to children.

Kosherfest 2005 is co-produced by Diversified Business Communications and Lubicom Marketing Consulting by Menachem Lubinsky of Lubicom, Inc.* For Kosherfest 2005 information and registration, visit www.kosherfest.com, or contact the Kosherfest staff at (207) 842-5504, or kosherfest@divcom.com.

The International Hotel/Motel & Restaurant Show is sponsored by the American Hotel & Lodging Association; the Hotel Association of New York City, Inc.; the New York State Hospitality & Tourism Association, and is managed by George Little Management, LLC (GLM[®]). The market presents some 1,400 hospitality industry suppliers and attracts approximately 40,000 in total trade attendance.

For IH/M&RS exhibitor information, contact Christian Falkenberg, show manager, at GLM, Ten Bank Street, White Plains, NY 10606-1954. Telephone (914) 421-3296. Fax (914) 948-6180. E-mail: christian_falkenberg@glmshows.com. Additional information and registration is available online at www.ihmrs.com, or by contacting GLM's Customer Service Department at (914) 421-3206 or (800) 272-SHOW.

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GLM Press Contact: Cathy Steel. Telephone (914) 421-3364. Fax (914) 948-6088.
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LOCAL EXPERTS PICK THE BEST TOYS FOR THE 2006 HOLIDAYS

FOR IMMEDIATE RELEASE

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Wappingers Falls, NY – “Santa” has turned over a new leaf this year, deciding to only bring carefully-selected toys and games that are educational, non-commercial, even award-winning.

To assist The Jolly One in selecting the right items, local toy experts Fiona Santoianni and Jean Zoeller have compiled a list of the top ten “best” toys and games for everyone on the “nice” list. Santoianni and Zoeller are co-owners of the Toys and More store in Wappingers Falls, which was just awarded the distinction of “Best Toy Store in the Hudson Valley” by the readers of *Hudson Valley Magazine*.

The top ten best toys and games for the 2006 Holidays:

- 1) **My Little Sandbox** by the Be Good Company - A small, tabletop sandbox in six different themes; Beach Party, Space Patrol, Dino Land, Mermaid & Friends, Funny Farm, Rescue Squad Trail Blaster, and Monster Truck. Each set comes with a small shovel and bucket. “It encourages creativity and imagination, and kids are mesmerized by it,” says Santoianni. Recommended for age 3 and older. Retail price: \$26.99.
- 2) **Blockus Trigon** by Diggin - An oversized puzzle-building game set to fun music that encourages strategy while offering physical exercise for both kids and adults. Recommended for ages 5 and older. Retail price: \$39.99.
- 3) **Twilight Turtle** by cloud b -- The first and only plush constellation nightlight ever created gently transforms nurseries and bedrooms into a starry night sky that comforts and calms children and adults alike. Parents can sit with their children and identify the constellations using the illustrated Twilight Turtle Star Guide. Recipient of the 2005 National Parenting Center Seal of Approval and *Baby Talk Magazine* Editor's Choice. Recommended for age 3 and older. Retail price: \$29.99.
- 4) **Cookies Bite Size Life Lessons** - This is a book by Amy Krouse Rosenthal, published by Harper Collins. Difficult concepts - respect, pessimism, optimism, compassion, etc. are explained very simply through cookie analogies. For example: “Trustworthy means if you ask me to hold your cookie until you come back, when you come back I will still be holding your cookie.” Recommended for all ages. Retail price: \$12.99.

5) **Shoot N' Score** by Diggin- Indoor soccer at its best, with a smooth ball and net that glide on wood, tile or carpet. No damage and lots of fun! Recommended for age ?? and older. Retail price: \$15.99.

6) **Kids in the Kitchen** by B-Bel - The difficulty and danger of cooking is replaced with a color-coded system of measuring cups and spoons and 15 no-bake recipes. Recommended for age 4 and older. Retail price: \$25.95

7) **Sing Along CD** by Music for Little People – A CD player with dual microphones so kids can team up to sing along with their favorite songs. Recommended for age 5 and older. Retail price: \$69.95

8) **QuizLab Weird and Gross Challenge** by SmartLab - Kids with inquiring minds are in for hours of educational entertainment. Any one of 1,000 questions is randomly chosen to challenge one player or create a 2-player game. Recommended for age 7 and older. Retail price: \$19.99.

9) **MoonJar** by MoonJar- A colorful moneybox teaches basic money skills through the concepts of spend, save, and share. A helpful tool to get kids talking not only about their dreams and goals, but about ways to achieve them. Recommended for age 5 and older. Retail price: \$20.00.

10) **Knot a Quilt** by Alex – Kids can make a quilt in just a few hours by easily knotting squares together into a colorful pattern. Recommended for age 6 and older. Retail price: \$19.99.

These quality educational toys and games are available at Toys and More. Call 845-227-8141 or visit toysandmore.biz for more information.

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Note to Editors, Writers, News Directors and On-Air Personalities:

Fiona Santoianni and Jean Zoeller are knowledgeable sources (as experienced retailers and moms!) and are available for print and broadcast interviews.