

FROM: TIMES SQUARE ALLIANCE www.TimesSquareNYC.org
CONTACT: Kyle Sklerov – (212) 843-8486 or KSklerov@Rubenstein.com
TJ Witham – (212) 452-5234 or TJWitham@TimesSquareNYC.org

For Immediate Release

**TASTE OF TIMES SQUARE:
THE 24th ANNUAL OUTDOOR FOOD AND MUSIC FESTIVAL
CELEBRATES THE TASTES AND SOUNDS OF NEW YORK CITY**

FESTIVAL WILL BE HELD ON 46TH STREET FROM BROADWAY TO 10TH AVENUE

SAMPLE “TASTES” WILL RANGE IN PRICE FROM \$1-\$6

(Times Square, N.Y. – May 22, 2017) The Times Square Alliance today announced the return of Taste of Times Square, an annual outdoor food and music festival which offers visitors the opportunity to enjoy dishes from restaurants across the district and performances from a wide range of the city’s musical talent. Over fifty restaurants from Times Square will set up booths on the street and serve “tastes” ranging from \$1-\$6 on Monday, June 5, from 5:00 P.M. - 9:00 P.M. Organized by the Times Square Alliance, the event will be held on 46th Street from Broadway to 10th Avenue, including historic Restaurant Row.

“Taste of Times Square is a celebration of many things – great food, fun music, cultural exchange, and the incredible variety of businesses and people we have in the neighborhood,” said Tim Tompkins, president of the Times Square Alliance. “As the Crossroads of the World, people from different cultures come together here every day. At Taste of Times Square, we embrace the different cultural backgrounds of the people of our community and of our visitors in a remarkable exhibit of diverse culinary and musical experiences.”

Newcomers to this year’s festival include: Brooklyn Ball Factory, Burger and Lobster, Dim Sum Palace, Ice & Vice, Mighty Quinn’s, and Wafels & Dinges.

Additional participating restaurants include: Applebee's, B.B. King Blues Club & Grill, Barbetta Restaurant, Bareburger, Becco, Blue Fin, Bourbon Street Bar and Grille, Bubba Gump Shrimp Co., Buca Di Beppo, Buffalo Wild Wings, Carmine's, Chevys, Crossroads American Kitchen & Bar, Dos Caminos, E&E Grill House, Fashion Bar & Restaurant, Foundry Kitchen and Bar, Frankie & Johnnie's Steakhouse, Gabriela's Taqueria, Guy's American Kitchen & Bar, Hard Rock Cafe, Havana Central, Heartland Brewery and Chophouse, Hourglass Tavern & Bettibar, The House of Brews, Joe Allen Restaurant, John's of Times Square, Junior's, La Pulperia, Le Rivage, Lillie's Victorian Establishment, Meson Sevilla, Nuchas, Orso, The Palm West Side, Planet Hollywood, Playwright Celtic Pub, The Rum House, Ruth's Chris Steak House, Sake Bar Hagi 46, SnackBox, Supernova, Toloache, The View Restaurant & Lounge, and Virgil's Real BBQ. Visit www.TimesSquareNYC.org/Taste for the most current list of participating restaurants.

For the third year in a row, Taste of Times Square will showcase a Beer Garden on Restaurant Row (46th between 8th and 9th Avenues) featuring Times Square’s own Heartland Brewery.

Highlighted street musicians provided by the Hard Rock Cafe Times Square include: The Ebony Hillbillies, Baby Soda Jazz Band, Paul Mueller with a hammered dulcimer, Sean Grissom on the Cello, StreetMule, Mariachi Citlalli, and Yut and the Hot Four. Also performing will be blues guitarist Irving Louis Lattin, provided by B.B. King Blues Club & Grill, and interactive entertainers Drum Cafe.

The Entertainment Tent will feature the George Gee Swing Orchestra and swing lessons, made possible by Swing 46 and You Should Be Dancing.

Admission is free to Taste of Times Square. "Taste" tickets are \$1 each and can then be redeemed for dishes ranging from 1-6 tickets at each restaurant booth. Tickets will be available for purchase on the day of the event and in advance online at www.TimesSquareNYC.org/Taste.

For the fifth year in a row, the Times Square Alliance will offer an Instagram photo contest to engage attendees who have a flair for food photography. Attendees will be challenged to post a stunning photo of a Taste they would recommend to a friend on Instagram, using #TasteTSq, for the chance to win a gift card to a Taste of Times Square participating restaurant. Visit www.TimesSquareNYC.org/Taste for the official contest rules.

Follow @TimesSquareNYC on Twitter (www.Twitter.com/TimesSquareNYC), Facebook (www.facebook.com/TimesSquareNYC) or Instagram (www.instagram.com/TimesSquareNYC) for live coverage of the event. Join the conversation on social media with #TasteTSq.

Sponsors for Taste of Times Square include: Coca-Cola, Hard Rock Cafe, and T-Mobile.

About Times Square Alliance

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. www.TimesSquareNYC.org