



For Immediate Release...

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## **TASTE AT TECHNOLOGY SQUARE: ANNUAL FOOD FESTIVAL IS ON THE MOVE!**

*Taste of Atlanta Announces NEW Midtown Location*

- WHAT:** 8<sup>th</sup> Annual Taste of Atlanta
- WHEN:** Saturday, October 10<sup>th</sup> & Sunday, October 11<sup>th</sup>, 2009
- WHERE:** Technology Square – A street festival in Midtown encompassing eight acres & ten city blocks including Spring Street and 5<sup>th</sup> Street.

**ATLANTA** – Experience the fabulous flavor of change when Taste of Atlanta returns this fall to a new location, amidst the bustling streetscapes of Midtown. Technology Square at Georgia Tech is the perfect new location for food lovers to enjoy an abundance of tastes, expert culinary advice, interactive kids' activities, lessons in sustainable eating as well as a full schedule of live entertainment. Guests will also indulge in dishes from more than 70 of Atlanta's favorite restaurants while lingering in music cafés or sitting front row for cooking demonstrations by some of the nation's most acclaimed chefs. Don't miss Taste of Atlanta's 8<sup>th</sup> birthday celebration as they take the street festival concept to a whole new level.

"Our vision for Taste of Atlanta continues to evolve," notes Dale DeSena, Founder of Taste of Atlanta. "We are making the move to Spring Street to embrace the grand plan of a true cosmopolitan street festival. Technology Square will provide an ideal landscape for us to offer patrons unique new festival memories along with innovative additions, enhancements and the ability to grow the festival even more."

Rosalind Meyers, Associate Vice President of Auxiliary Services at the Georgia Institute for Technology, adds, "We are thrilled to welcome Taste of Atlanta, the city's biggest culinary celebration, to our site! Taste of Atlanta, like Technology Square, is invested in Midtown Atlanta and shares our focus on bringing people and businesses together from communities throughout our diverse city."

Taste of Atlanta is a 2-day festival that attracts food lovers from throughout Atlanta, the Southeast and beyond. Guests can taste delicious dishes, sip robust wines and beers, be entertained by chef demos, enjoy interactive sponsor experiences and family-friendly entertainment, while uncovering the incredible dining treasures the city has to offer. Making its premier at Technology Square on Saturday and Sunday, October 10 and 11, 2009, Taste of Atlanta continues to satisfy food lovers' appetites of all ages. Taste of Atlanta – a must eat event.

Stay tuned over the coming weeks for announcements on celebrity and local chef guests, participating restaurants, festival times, parking and ticket information.

### **Taste of Atlanta Relocation Tip #1:**

**It's important for a foodie to be in the food know, so get yourself connected!**

- Sign up for the Taste of Atlanta newsletter at [www.tasteofatlanta.com](http://www.tasteofatlanta.com)
- Follow on Twitter: <http://twitter.com/tasteofatlanta>
- Become a fan on Facebook: <http://www.facebook.com/pages/Taste-of-Atlanta/74992360448>

**Media Contact:** Tara Murphy/Erin Weber - 360 Media, Inc. – 404.577.8686 or [info@360media.net](mailto:info@360media.net)

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