New Jersey Restaurant Association®

800.848.6368 - www.njra.org

NJ Restaurant Week

Sponsored by the New Jersey Restaurant Association

September 18-25, 2011

www.dineoutnj.com

The New Jersey Restaurant Association (NJRA) is excited to sponsor **NJ Restaurant Week, September 18-25, 2011**. During this weeklong statewide event the public will be encouraged to dine out at participating restaurants for multi course price fixed menus $19 or less for lunch and $35 or less for dinner.

This years theme is Dine in NJ – Taste the World to reflect the exquisite, creative cuisine at NJ diverse restaurants from classic American to Malaysian.

There is no charge for restaurants to participate and participants will be listed on NJRA's consumer website, www.dineoutnj.com. Great promotional partners will be announced soon. Last year NJ Restaurant Week received a proclamation from Governor Christie and Lt. Governor Guadagno, a national award from the Share Our Strength organization and generated over 200 million media hits. This years event promises to be even more popular.

NJRA strongly encourages participating restaurants to support the national Share Our Strength's Dine Out For No Kid Hungry by collecting donations from customers or donating a portion of sales during the week to the organization.

Also participants with liquor licenses may consider serving the NJRW official drink – The Garden State of Mine the winning cocktail at the 1st annual mixologist contest. Call 800.848.6368 for ingredients and assembly.

To participate in NJ Restaurant Week please complete the form below and return it to NJRA by fax 609.599.3340 or email the completed form to LKALINICH@NJRA.ORG. Contact Laura Kalinich at 800.848.6368 with any questions.

Meals Participating: □ **$19 or less Lunch** □ **$35 or less Dinner** □ **Both**

□ Check here to participate in ***Share Our Strength's Dine Out For No Kid Hungry*** by collecting donations or donating a portion of sales during NJ Restaurant Week to programs that fight childhood hunger in NJ.

□ Check here to participate in ***Urbanspoon's, (Official Restaurant Week Reservation Sponsor)*** Free "Rezbook" Restaurant Week Online Reservation System. Receive reservations directly from the restaurant week website. An activation link will be sent to you via email.

Restaurant: _____

Address: _____

City, State & Zip Code: _____

Phone: _____ Fax: _____

Website: _____

County: _____ Type of Cuisine: _____

Press Contact: _____

Press Contact Email: _____

Fax this form back to 609.599.3340