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DineLA Kicks Off Oct. 4

More than 40 Downtown Restaurants are Offering Deals as Part of Two-week Event

by **Richard Guzman**

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DOWNTOWN LOS ANGELES - DineLA Restaurant Week was launched this morning at Wolfgang Puck Bar & Grill with about 50 chefs in attendance along with Mayor Antonio Villaraigosa who took the "first bite" to start the two-week event.

More than 200 restaurants, including more than 40 Downtown establishments are participating in the marketing event held from Oct. 4-9 and Oct. 11-16, which is spearheaded by L.A. Inc., the city's convention and visitors bureau.

Participating restaurants will offer prix-fixe menus broken down into three price categories: Deluxe Dining is \$16 for lunch and \$26 for dinner; Premier Dining is \$22 for lunch and \$34 for dinner; and Fine Dining is \$28 for lunch and \$44 for dinner. Customers can choose from two or three items per course.

"We've been blown away by all the restaurants that came on board," said Carrie Kommers, director of dineLA. "Downtown in particular has absolutely exploded," she said.

In Downtown participating restaurants include Drago Centro, Rivera, Ciudad, Provecho, Rosa Mexicano and Café Pinot.



Mayor Antonio Villaraigosa, along with about 50 chefs and restaurant owners launched DineLA Restaurant Week with the ceremonial first bite of a piece of pizza.

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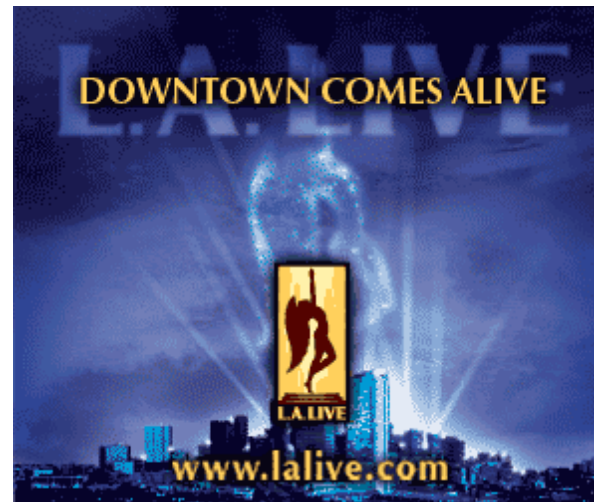
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Villaraigosa, along with Wolfgang Puck, L.A. Inc officials and other chefs took the first ceremonial bite of a slice of pizza to officially start the event.

"We've got what I believe are some of the finest restaurants in the world," Villaraigosa said at the launch event. "But these are tough times and I can tell you that at virtually every restaurant I've gone to they've seen a drop in people... we're going to hopefully give folks an opportunity to take their first visit, (to participating restaurants) and maybe their second and third and beyond," he said.

A complete list of participating restaurants is at dinela.com

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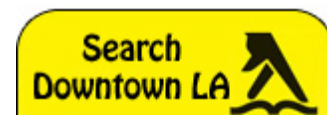
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