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The Park City Area Restaurant Association

– EVENTS –

The Park City Area Restaurant Association is a 501(c)6 nonprofit comprised of more than 60 Park City-area restaurants, created to promote the world-renowned eateries that have made Park City and the surrounding region a destination for gourmands across the globe.

The PCARA welcomes and celebrates cuisine that is not only original, but is also served in a friendly resort-town atmosphere that offers an escape from the mundane.

The PCARA believes that if diners want great food, carefree relaxation and a refreshing break from the ordinary, whether it's breakfast, lunch or dinner, they can hardly do better than Park City.

The organization, led executive director Ginger Ries, sponsors **three** annual region-wide events:

- Each June, hundreds of residents take a seat at **Savor the Summit**, an outdoor meal served on a long table that runs down the middle of Main Street by Park City's best restaurants. The 2018 Summit included nearly two dozen restaurants and live performances by seven bands.
- The **Summer Cocktail Contest** pits Park City's top bartenders against one another to concoct a drink that will be crowned Park City's "Signature Cocktail" for summer, as voted by the public on the PCARA website. The winning mixologist earns a \$200 cash prize, a feature in PCARA marketing materials for the fall "Dine About" event, and, in a town with dozens of bars, serious bragging rights. The winning cocktail in 2018 was the "Cherry on the Rye," a refreshing concoction created by tupelo mixologist Trevor Brown Jeff.
- Every fall, dozens of restaurants across Park City take part in **Dine About**, a two-week extravaganza featuring affordable and delicious two-course lunches and three-course dinners. The *prix fixe* prices can't be beat: each lunch costs just \$10 or \$15 per person, and each dinner only \$20 and \$40. Local hotels also offer deep Dine About discounts.

The PCARA also promotes other member events throughout the year, such as the annual Sipping Soiree at Grappa, Buck O'Shuck Wednesday at Blind Dog and Hops on the Hill at the Stein Eriksen Lodge.

About the Park City Area Restaurant Association

The Park City Area Restaurant Association is the umbrella organization for more than 70 restaurants in Park City, Utah. The organization supports and promotes the large variety of award-winning restaurants in the Park City area. Every year, thousands of residents and visitors are exposed to Park City's eclectic dining options through a variety of events that the Park City Area Restaurant Association hosts. The events include Savor the Summit, Park City Dine About and Online Cocktail Contest.

For interviews or to learn more about the PCARA, contact Christa Graff, of Graff Public Relations, by calling [435-640-7921](tel:435-640-7921) or emailing christa@graffpr.com.

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