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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 2016 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 2016 was the "LaBounty Bourbon Ice Bomb," a refreshing concoction with kinetic presentation created by Silver Star Café's Jeff LaBounty.
- 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 and helps coordinate other events throughout the year, such as **High West's Annual Repeal Day** celebration every Dec. 5, and **Flanagan's NFL Sunday brunch**.

More about the PCARA can be found on its website, www.parkcityrestaurants.com, and on its Facebook page, www.facebook.com/ParkCityRestaurants. Follow the organization on Twitter, @PCRestaurants, and be sure to check out its YouTube channel for video updates and interviews with some of Park City's top chefs, www.youtube.com/user/PCDining.

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