



***** MEDIA ADVISORY *****

FOR IMMEDIATE RELEASE

CONTACT

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HILLCREST'S MOST DELICIOUS EVENT RETURNS APRIL 13

Annual Taste of Hillcrest Features Over 20 Restaurants

- WHAT:** Taste of Hillcrest returns this spring with over 25 fantastic neighborhood restaurants in San Diego's best known dining destination! This is the best way for foodies to sample some of the best dishes at new and classic Hillcrest hotspots. From quaint cafes to French and Italian style bistros, five-star dining delights to dessert delicatessens, this is the most anticipated self-guided culinary walking tour in San Diego! Participants will have the opportunity to sample bites such as **Pad Thai, Sashimi, Italian Antipasto, Classic American comfort food**, and so much! This culinary journey is sure to cause people's taste buds to go wild! There are also a few neighborhood retailers offering creative drink samples for those over 21.
- WHEN:** **Taste of Hillcrest 2024** is scheduled for Saturday, April 13 from 12-4 p.m.
- WHERE:** The event will take place throughout all of Hillcrest, with participating venues lining the major thoroughfares of the neighborhood. There will be two Will Call locations for participants to pick up their tickets: one at the Fabulous Hillcrest offices at 1601 University Ave. and the other at Hair Spray Salon at 141 University Ave.
- WHO:** **Taste of Hillcrest** benefits the programs and services of the **Hillcrest Business Association (HBA)**. The HBA was established in 1921, making it the oldest business association in San Diego. The HBA represents over 1,300 uptown businesses acting as a liaison between the business community and the city while encouraging economic development for the Hillcrest area through events and promotions. The Business Association also employs private security patrols

in the core of our neighborhood, maintains cleanliness on the streets and keeps the Hillcrest Sign shining bright.

WHY: As one of the premier events of its type in San Diego, Taste of Hillcrest was established as a community event designed to draw locals and tourists alike to Hillcrest to spotlight the diverse, new, and long-standing culinary options available in the neighborhood. It continues to be a regional event drawing locals and visitors from throughout Southern California. The Hillcrest Business Association produces the event and uses the funds raised for neighborhood beautification projects such as trash pick-up, sidewalk cleaning, landscaping, and flower baskets maintenance.

QUOTES: **Benjamin Nicholls | Executive Director**
Hillcrest Business Association | 619-299-3330

“Taste of Hillcrest is always an exciting - and delicious - day in the neighborhood! It’s so much fun to see hundreds of guests from all over San Diego and beyond explore and enjoy the neighborhood’s diverse culinary options. Hillcrest is one of the original dining destinations in Uptown San Diego, and has an eclectic mix of iconic restaurants, alongside new, creative dining options that pop up all the time. We look forward to welcoming you to Hillcrest and encourage those interested in attending to buy their tickets early - they will sell out!”

PRESS: The Hillcrest Business Association will be able to provide pre-packaged media opportunities along with our restaurant partners for all types of media, including in-studio or on-site spots in one of the participating venue(s). HBA representative(s) along with restaurant owners, managers, or chefs are available to share details of the event with your viewers, along with dish preparation, or showing off pre-made dishes. HBA can suggest venue(s) for on-site coverage, or coordinate representatives to visit your studio. We can also share photos from our restaurant partners for print or digital media. Please contact Nicholls to arrange coverage.

Interested media should contact Benjamin Nicholls at benjamin@hillcrestbia.org or call (619) 252-5826.

RESOURCE LINKS:

INFORMATION: www.FabulousHillcrest.com // **TICKETS:** <https://www.seetickets.us/event/Taste-of-Hillcrest/586680>
Facebook: <https://www.facebook.com/fabhillcrest> // **Instagram:** <https://www.instagram.com/fabulouhillcrest>

Graphics and pictures via dropbox:

<https://www.dropbox.com/scl/fo/umtej6w55mpme3m5v8pvq/h?rlkey=j28nbi4qrbrejxz8pqb88gk31&dl=0>

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