

EAST HARLEM
BUSINESS
CAPITAL
CORPORATION

Eat & Drink
UPTOWN

East Harlem
Restaurant and
Bar Association
(EHRBA)

Contact:

FOR IMMEDIATE RELEASE

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**EAST HARLEM RESTAURANT BOOM FOSTERS COMMUNITY GROWTH AND
ECONOMIC DEVELOPMENT**

East Harlem Restaurant and Bar Association to Sponsor Free Trolley Tour on December 15, 2009.

New York, NY December 1, 2009: The newly founded East Harlem Restaurant and Bar Association is sponsoring a free Taste Trolley Tour on Tuesday, December 15, 2009 to coincide with the El Barrio Holiday Tree Lighting located on 106th Street and 3rd Avenue. Starting at 96th Street and Lexington Avenue, the tour will take place from 3pm-9pm and will be making stops at the tree lighting as well as at over 12 member restaurants, bars and cafes all offering a 20% discount, tastings, freebies, music, comedy and more.

This special holiday event is supported by the NYC Department of Small Business Services, East Harlem Business Capital Corporation and Councilwoman Melissa Mark-Viverito in an effort to assist all sponsoring businesses to foster economic development, community growth and tourism in East Harlem.

Join and mingle with East Harlem's residents, business owners, community leaders, visitors and tourists for a festive, cultural and fun evening filled with great eats, drinks, music and lots of warm hospitality!

The Taste Trolley event is the first of more to come as part of the "Eat and Drink Uptown" initiative founded by the **East Harlem Business Capital Corporation**. For more information please visit www.ehbcc.org or call 212-427-6590.

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