



PROJECT BY PROJECT NEW YORK HOSTS 13th ANNUAL PLATE BY PLATE

Net Proceeds of Premier Asian American Tasting Benefit go to 2011 Partner Chinatown Youth Initiatives

FOR IMMEDIATE RELEASE – New York, NY – Project by Project NY, a 501(c)3 non-profit organization, proudly presents its 13th Annual Tasting Benefit, **Plate by Plate**, its signature event produced nationwide in NYC, L.A., and San Francisco. Plate by Plate New York showcases the city's premier restaurants, with more than 550 food and wine lovers gathering to sample the city's best.

Held at Chelsea's airy **Skylight West**, Plate by Plate 2011 will kick off with the Quickfire Challenge for V.I.P. guests. Reigning champion **Chris Jaeckle**, executive chef at **Ai Fiori**, will be facing off against Top Chef Season One contestant, **Lee Anne Wong**. A former culinary producer for Top Chef and commentator for the Cooking Channel's *Unique Eats*, Lee Anne Wong is now focusing on her new restaurant for 2012.

V.I.P. entry starts at 6 p.m. and includes a red carpet V.I.P. entrance, exclusive V.I.P bar access, a special toast with executive chefs, and a gift bag. General tasting starts at 7:30 p.m. and lasts through 10:30 p.m. Tickets are available online: \$250 V.I.P. Entry, \$150 General Tasting; and at the door: \$300 V.I.P. Entry, \$200 General Tasting.

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Restaurants slated to participate in Plate by Plate New York 2011 include: Ai Fiori, Bar Basque, Bell Book & Candle, Blue Smoke, Coppelia, Danji, Edi & The Wolf, Ember Room, The French Culinary Institute, Gusto Ristorante, ILLI Restaurant, Ivy Bakery, Macao Trading Company, Matsuri, Pranna, Respite, Social EatZ, South Gate, Spot Dessert Bar, Tanuki Tavern, Thalassa Restaurant

Beverage purveyors slated to participate in Plate by Plate New York 2011 include: Bedell Cellars, Best Cellars, Daishichi, Dassai, Gekkeikan Sake, Hakkaisan, Joto Sake, Monte De Oro Winery, Nanbu Bijin, Noble Hill Wine Estate, Palm Breweries, Sake Discoveries, Sapporo, Shiranami, Tengumai, Veev, Voss, World Sake Imports, Zyr Russian Vodka

About Project by Project:

Project by Project is a national volunteer organization of social entrepreneurs that serves Asian American non-profits in need by raising public awareness, volunteerism, and capital. Every year, each local chapter partners with a community-based organization and tailors a year-long campaign to help its fundraising, community outreach and public awareness efforts. Project by Project Incorporated is a 501(C)(3) not-for-profit organization.

About Chinatown Youth Initiatives:

Chinatown Youth Initiative (CYI) is a youth leadership organization dedicated to providing a safe space for New York City youth, and empowering them to be agents of social change in New York's Chinatown and beyond. CYI embraces the philosophy that young people are not only tomorrow's leaders but also leaders of today. We aim to help develop their ideas, passions and skills to strengthen their sense of self-worth, as well as their families, communities, and ultimately, our global community.

MEDIA CONTACT

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