

FOR IMMEDIATE RELEASE

MEDIA CONTACT: David O'Donnell



BOSTON, MA (January 23, 2015)-

Dine Out Boston® - it's Winterlicious! The Greater Boston Convention & Visitors Bureau (GBCVB) is hosting the second annual Dine Out Boston - the new approach for the former Restaurant Week Boston® that debuted for the first time in March 2014. Dine Out Boston provides diners an opportunity to explore the region's dining scene and restaurateurs to bring new guests to their restaurants. The GBCVB, in partnership with American Express, is proud to sponsor this two-week celebration showcasing one of America's premier culinary destinations. This season's Dine Out Boston will be held March 1-6 and March 8-13, 2015.

During the two weeks of Dine Out Boston, diners will have numerous choices to experience Greater Boston's finest dining coupled with significant savings. Dine Out Boston features a flexible pricing structure for restaurant owners and guests, alike. Restaurants have the ability to customize their lunch and dinner menus by choosing to offer lunch for \$15, \$20 or \$25 and dinner for \$28, \$33 or \$38. Additionally, restaurants can offer as many courses as they desire at their selected price.

"When we debuted Dine Out Boston in March of last year, we wanted to create a way to celebrate Boston as one of America's premier culinary destinations as well as provide locals and visitors, alike with a unique opportunity to enjoy the exceptional value, variety and hospitality of Greater Boston restaurants," said Patrick B. Moscaritolo, President & CEO of the GBCVB. "We will continue to invite diners to take advantage of Dine Out Boston's great restaurant deals as well as embrace all the cultural and seasonal activities that Boston has to offer. We encourage combining a hockey game, a concert, a theatrical performance or one of many museum exhibits with a Dine Out Boston meal for a quintessential Boston experience!"

Dine Out Boston's March edition has over 170 exceptional restaurants in the Greater Boston area, including, but not limited to, city staples such as Ruth Chris Steak House, Toscano and Tresca, as well as must-try newbies, Bastille, Bar Boulud and Earls Kitchen +Bar. The suburbs offer equally remarkable food finds such as Seasons 52, Artistry on the Green and Zebra's Bistro & Wine Bar.

Since 2008, the GBCVB has used this dining program to give back to a different local Boston charity each year. To date, over \$300,000 has been raised for charities through the online auction component of DOB. The charitable partner for March 2015 is ArtsBoston, Inc. Gift Certificates provided by participating restaurants will be up for auction starting March 2, with all proceeds benefitting ArtsBoston.

For more details regarding Dine Out Boston, head to the official site DineOutBoston.com. The easy-to-navigate website allows diners to view chef-customized menus, pricing and to make reservations.

About Dine Out Boston:

Dine Out Boston is a bi-annual value-driven dining program founded and presented by the Greater Boston Convention & Visitors Bureau and American Express. Formally known as Restaurant Week Boston, the program is now in its 15th year of offering exclusive savings throughout the region's top restaurants. During Dine Out Boston, diners can enjoy a chef-customized lunch or dinner for a fraction of the normal dining cost. Due to high demand, reservations during Dine Out Boston are encouraged and can be made in advance at DineOutBoston.com

For more information or to inquire about having your restaurant involved in Dine Out Boston, please visit www.DineOutBoston.com. Check out Dine Out Boston on Facebook at www.facebook.com/dineoutboston, Twitter at www.twitter.com/dineoutbos, and Instagram at www.instagram.com/dineoutboston.