



## MARCH IN. DINE OUT. SHARE YOUR EXPERIENCE!

### FOR IMMEDIATE RELEASE

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**Dine Out Boston**® (formerly Restaurant Week) returns March 6-11 & 13-18, 2016, and diners are once again encouraged to share their experiences on Instagram for a chance to win \$100 gift cards to participating restaurants. The rules are simple: photograph your dish, post to Instagram using #DineOutBoston, and mention the restaurant where you dined. Each day during Dine Out Boston the photo that gets the most likes is our winner!\*

Dine Out Boston celebrates its 15<sup>th</sup> year in 2016. The Greater Boston Convention & Visitors Bureau (GBCVB), in partnership with American Express, once again sponsors the biannual restaurant promotion. Providing diners an opportunity to enjoy the region's dining scene, and restaurateurs the chance to bring in new guests, this two-week celebration showcases Boston as one of America's premier culinary destinations.

During the two weeks of Dine Out Boston, diners have numerous choices as they enjoy Greater Boston's finest dining coupled with significant savings. Dine Out Boston features a flexible pricing structure benefiting restaurants and guests alike. Restaurants can customize their lunch and dinner menus by choosing price-points: lunch for \$15, \$20 or \$25 and dinner for \$28, \$33 or \$38. Over 170 exceptional restaurants in the Greater Boston area will participate, including 18 new restaurants such as Ocean Prime, Novara, Tuscan Kitchen, and Bostonia Public House. Restaurants can offer as many courses as they desire at their selected price!

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 2016 is Boston Harborfest, a 4<sup>th</sup> of July festival celebrating the nation's rich maritime history. Gift Certificates provided by participating restaurants will be up for auction starting March 7 through March 23, with all proceeds benefiting Harborfest: [DOBauction.com](http://DOBauction.com)

### **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 15<sup>th</sup> 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 [www.DineOutBoston.com](http://www.DineOutBoston.com).

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

\*Entrants can only win once but are encouraged to keep sharing #DineOutBoston pictures after they win.

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