



March In. Dine Out.

March 18-23 & 25-30

DineOutBoston.com



MARCH IN. DINE OUT!! DINE OUT BOSTON® IS BACK!

FOR IMMEDIATE RELEASE

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Dine Out Boston® (formerly Restaurant Week) is back on the menu March 18-23 & 25-30! Visit dineoutboston.com to see over 185 participating restaurants, browse menus and make reservations. Presented by the Greater Boston Convention & Visitors Bureau (GBCVB), and sponsored by American Express, Dine Out Boston is celebrating its 17th year of providing diners an opportunity to enjoy the region's exquisite culinary offerings, and restaurateurs the chance to bring in new guests. This two-week celebration showcases Boston's diverse restaurant scene.

During the two weeks of Dine Out Boston, diners have numerous choices as they enjoy Greater Boston's finest dining coupled with significant savings. The program's flexible pricing structure benefits 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. Restaurants can offer as many courses as they desire at their selected price! Over 185 exceptional restaurants in the Greater Boston area will take part, including new participants City Winery, Mastro's Ocean Club and Back Bay Social in Boston, as well as Freepoint Kitchen, Glass House and Catalyst in Cambridge. Delicious new additions can also be found in the suburbs, where the Yard House in Dedham and Ruth's Chris in Waltham are first-time participants in Dine Out Boston.

Social media mavens are once again invited to share their #dineoutboston pictures on Instagram for a chance to win \$100 gift cards to participating restaurants. Follow GBCVB social channels to learn more. The GBCVB is also launching a Snapchat account during Dine Out Boston this year. Diners and restaurants will be encouraged to share their experiences on Snapchat and the Bureau will be posting to Snapchat from Dine Out Boston restaurants throughout the 2-week period.

This March, the GBCVB is also excited to announce a partnership with Lyft that will offer new Lyft users \$5 off their first 2 rides to or from a participating Dine Out Boston restaurant during the 2 weeks of the program. Download the Lyft app and enter code DINEOUT18 to take advantage of this deal. Current Lyft subscribers can take advantage of 25% off one ride to or from a participating restaurant during Dine Out Boston.

"Dine Out Boston spotlights Boston as one of America's premier culinary destinations, providing patrons from Boston and afar with a unique opportunity to enjoy exceptional value, variety and hospitality in Greater Boston restaurants," said Patrick B. Moscaritolo, President & CEO of the GBCVB. "Diners are invited to take advantage of

these restaurant deals while also taking in seasonal activities – a concert, theatrical performance, museum exhibition, or a game at the Garden, coupled with a Dine Out Boston meal, makes for a classic Boston experience!"

Since 2012, the GBCVB has used this dining program to give back to different local Boston non-profits each year. To date, over \$375,000 has been raised for charities through the online auction component of DOB. The charitable partner for March 2018 is the Boston Park Rangers. Gift Certificates provided by participating restaurants will be up for auction starting March 19, with proceeds benefiting the Boston Park Rangers.

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 sponsored by American Express. Additional sponsors for the March 2018 program include Lyft, WKLW Country 102.5, and HOT 96.9 Boston. Formally known as Restaurant Week Boston®, the program is now in its 17th 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.

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 instagram.com/dineoutboston.

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