

FOR IMMEDIATE RELEASE

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**Enjoy Delicious Desserts by Distinguished Downtown Chefs and
Help Community Efforts to Fight Childhood Hunger in L.A.**

**The Downtown Center Business Improvement District and 7+FIG Join
Ciudad's Mary Sue Milliken and Susan Feniger to Host
*The Great American Bake Sale*TM to Raise Funds to End Childhood Hunger in Los Angeles**

Los Angeles (July XX, 2003) – The Downtown Center Business Improvement District (DCBID), 7+FIG @ Ernst & Young Plaza, and Ciudad join together to raise funds to help fight hunger for the children of Los Angeles by hosting *The Great American Bake Sale*TM, a groundbreaking program from Share Our Strength, a leading anti-hunger organization. Renowned Downtown Los Angeles chefs from Ciudad, Arnie Morton's, McCormick and Schmick's and Zucca will bake and donate their famous desserts to sell to the public on Thursday, July 10, from 11 a.m.-3 p.m. at 7+FIG @ Ernst & Young Plaza during their weekly Gourmet Farmer's Market. 7+FIG is conveniently located in the heart of Downtown Los Angeles at 735 South Figueroa (between 7th and 8th streets).

In addition to the decadent desserts that will be available to purchase at *The Great American Bake Sale*TM, Ciudad chefs and owners Susan Feniger and Mary Sue Milliken will demonstrate baking techniques for a variety of dessert recipes at 12:15 p.m. All proceeds from the Bake Sale event will be donated to Share Our Strength, which will then make grants to innovative nonprofits fighting childhood hunger in the Los Angeles area. Donated funds from the event will be used specifically to increase the number of children in the city of Los Angeles receiving meals and snacks after school and during the summertime.

"*The Great American Bake Sale*TM is a chance to engage the Downtown business community and allow them to make a personal contribution to the fight against childhood hunger," says Carol Schatz, president and CEO of the Downtown Center BID.

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DCBID Bake Sale
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The Great American Bake Sale™, presented by PARADE Magazine and Share Our Strength, is a unique and far-reaching grassroots program designed to end childhood hunger in America. This national fundraising program, which began on April 27 and runs through July 22, is made possible through the sponsorship support of ABC Television Network, Betty Crocker baking products and Tyson Foods, Inc., with additional support provided by Reynolds Consumer Products. To get more information, recipes, and ideas and tips on holding a bake sale, please visit the official site of the *Great American Bake Sale™* at www.greatamericanbakesale.org.

Share Our Strength, one of the nation's leading anti-hunger, anti-poverty organizations, meets immediate demands for food while investing in long-term solutions to end hunger and poverty, and has raised and distributed nearly \$70 million to hundreds of nonprofits around the world. Share Our Strength meets its goals by mobilizing individuals and industries to contribute their talents to the fight against hunger and creates community wealth to promote lasting change. For more information about Share Our Strength, visit www.strength.org.

Chefs Mary Sue Milliken and Susan Feniger, a few of the food industry heavyweights lending their support to *The Great American Bake Sale™*, have been business partners for more than 20 years and are the owner-operators of the critically acclaimed Border Grill restaurants in Santa Monica, Pasadena and Las Vegas, and Ciudad in Downtown Los Angeles. Natural teachers, the partners are prolific in many media: Authors of five cookbooks; veterans of 396 episodes of the popular “Too Hot Tamales” on the Food Network; radio hosts of “Hot Dish” features; and their foods “starred” in the Samuel Goldwyn film, “Tortilla Soup.”

About the Downtown Center Business Improvement District

The DCBID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment, which finances this outreach program. For more information, please visit the DCBID Web site at www.downtownla.com.

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