



PASADENA

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FOR IMMEDIATE RELEASE

Pasadena to Launch Bring Your Own Wine Wednesdays (BYOW Wednesdays)

BYOW Wednesdays Promotion to Begin June 17; Patrons May Bring their Own Bottle of Wine to Any of the 26 Participating Pasadena Restaurants and be Served with No Corkage Fee

Pasadena, Calif., (June 8, 2009) – Pasadena is launching a [Bring Your Own Wine Wednesdays \(BYOW Wednesdays\)](#) promotion to help drive business to local restaurants while encouraging residents and visitors to sample some of the city's exciting cafes and bistros. Customers will be able to bring their own bottle of wine to any of the 26 participating Pasadena restaurants where it will be served to them with no corkage fee. The first BYOW Wednesdays, a Pasadena Convention & Visitors Bureau promotion, will be held on June 17 and will continue every Wednesday.

"This program will encourage diners to experience some of the most diverse restaurants in the city and at the same time enjoy their own wine with family or friends," said Nan Marchand, executive director of the Pasadena CVB. "In these challenging times every little bit helps and we believe this will attract customers who are looking for value, as well as help restaurants that are trying new ways to entice patrons to their tables."

Some of the participating restaurants include: Maison Akira, La Grande Orange Café, Green Street Restaurant, and Mojitos Restaurant and Rum Bar. For a full restaurant listing please go to VisitPasadena.com.

[The Pasadena Convention & Visitors Bureau](#) is a non-profit organization dedicated to promoting Pasadena as a desirable meeting, convention, and leisure travel destination. For more information contact the Pasadena Convention & Visitors Bureau at 800.307.7977 or VisitPasadena.com.

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