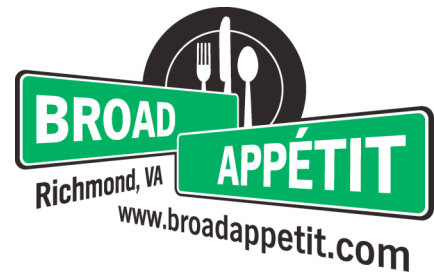


For Immediate Release

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Broad Appétit Announces Charitable Donation to FeedMore

Broad Appétit (www.broadappetit.com) announced the donation of \$8000 to FeedMore, the umbrella organization for the Central Virginia Food Bank and Meals on Wheels, as a result of the success of the 3rd Annual event that drew 25,000 to the 100-300 blocks of Broad Street on June 6, 2010.

“We are thrilled to be able to partner with Broad Appétit for the second year on what is becoming a summertime hit for metro Richmond” states Rich Schultz, executive vice president of FeedMore. “This wonderful culinary event brings together some of the best restaurants and caterers in our community, and it’s certainly a natural fit for Meals on Wheels and the Central Virginia Food Bank. Together we are working together to feed more of our neighbors in need and the opportunity to be a part of Broad Appétit helps us raise the level of awareness concerning hunger in Central Virginia as we work to support struggling families, at-risk children and our disabled and elderly homebound neighbors.”

One of the founding purposes of Broad Appétit has always been to give back to the community with aspirations to also support specific Downtown initiatives through the host organization, Downtown Neighborhood Association. Plantings, median enhancements, pole banners, and murals are all ideas that have been discussed to further enhance the blocks on Broad just east of Belvidere.

Next year’s **Broad Appétit** is scheduled for June 5, 2011 and will once again benefit the FeedMore organization.

Thank you to our 2010 partners - Altria, Venture Richmond, Performance Food Group, MARTIN’s, Union First Market Bank, Loveland Distributing Company, Richmond magazine, Commonwealth Event Company, East West Communities, MeadWestvaco, Hamilton Beach, Historic Jackson Ward Association, Duke’s Mayonnaises and Sauer’s Spices, One South Realty, McGeorge Toyota, Cox Radio/103.7 The River/K95, WRIC, BVC, SB Cox, Metro Sound & Music Co., KOR Food Innovation and JSR Center of Culinary Arts and Hospitality.

For more information on becoming a sponsor of the 2011 Broad Appétit please contact info@broadappetit.com.

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