



For Immediate Release

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Wine. Dine. Donate.

Epicurious.com Launches an On- And Offline Program to Benefit America's Hungry Children

NEW YORK, NY, August 1, 2006 – How can cooking a dinner for 8 help feed 800? Ask the editors at Epicurious.com and they'll tell you: Simply throw a party or go to a party! Today, Epicurious.com, the premier web site for people who love to eat, launches Wine. Dine. Donate., a charitable initiative that makes it easier than ever before to enjoy a great meal, great company and support a great cause – America's Second Harvest's programs to feed the nation's children.

The brainchild of Tanya Steel, editor-in-chief of Epicurious.com, Wine. Dine. Donate. is designed with both an online and an offline component, providing multiple ways to donate money to starving children in America through America's Second Harvest, the nation's largest charitable hunger-relief organization.

"One thing that all Epicurious.com visitors as well as myself value is the importance of good, wholesome food--especially for the 14 million children who, according to the U.S. Department of Agriculture, live in households that are 'food insecure,'" says Steel, who was named editor of Epicurious.com after 10 years as New York editor for *Bon Appetit*. Steel became inspired to raise awareness and funds for starving children in particular after watching a television broadcast. It focused on the growing numbers of children in America who rely on programs like Second Harvest's Backpack program that send needy children home with a backpack filled with food for the weekend when they otherwise might have nothing. Reflecting on her own good fortune and that of her identical twin sons, she determined to make a difference by creating Wine. Dine. Donate.

"I began Wine. Dine. Donate. to energize the millions of passionate home cooks who visit Epicurious.com daily, because I believe that by hosting a party at home, with the menus and tools we provide, and asking for donations from guests of at least \$50 to attend – or by coming to one of our dinner parties taking place around the country – we can help feed our nation's youngest and neediest."

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Beginning August 1, Epicurious.com visitors can access everything online that they need in order to "Throw A Party" at home, including a menu of recipes (with wines to match) created by celebrated chef Michael Mina, plus the tools for how to host without a hitch, a shopping link to order some of the foods and wines on the menu, and a user forum to share party pictures and stories with other Epicurious.com visitors. Each month, Epicurious.com will present a new menu designed by a new top chef, including Michael Schlow of Boston's Via Matta and Radius restaurants (September); Chef Shawn McClain of Chicago's Custom House, Spring and Green Zebra (October); Chef Kent Rathbun of Dallas' Abacus (November), and Chef Ming Tsai of Blue Ginger in Wellesley, MA (December). Each month, the editors will feature the home cook who raises the most money (as detailed in the forum) on the site.

In addition, Epicurious.com invites visitors to "Go To A Party" at some of the nation's best restaurants and join other Epicurious.com users as well as Tanya Steel for an intimate, exclusive dinner. This offline component of Wine. Dine. Donate. begins on Monday, September 18, at Michael Mina in San Francisco, followed by Tuesday, October 3, at Boston Chef Michael Schlow's Via Matta restaurant, Tuesday, October 24, in Chicago at Chef Shawn McClain's Custom House, and Sunday, November 12, with Chef Kent Rathbun at his restaurant Abacus. Proceeds from each ticket to each dinner will go to America's Second Harvest, which will use it to feed starving children throughout the country through food banks and its backpack program, which currently is used by 25,000 kids each week.

If hosting or attending a party is more than your calendar will allow, Epicurious.com offers one more easy way to help the hungry through America's Second Harvest: Donate directly to the organization by clicking on the link provided on Epicurious.com.

For more information on Wine. Dine. Donate. to access a "Throw A Party" kit complete with menus and tools, or to purchase tickets to the Wine. Dine. Donate. dinner parties at top restaurants around the country, visit www.epicurious.com beginning August 1.

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Epicurious.com, a CondéNet site, is a premier award-winning food Web site, which incorporates more than 25,000 professionally tested recipes from the premier brands in food journalism, Gourmet and Bon Appétit magazines, as well as web-exclusive original recipes from top chefs and cookbook authors around the world. It also contains over 22,000 member submitted recipes. Epicurious offers a wealth of articles and tips focused on cooking, entertaining, wine, cocktails, and shopping.

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