



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Old Pasadena Kicks Off 2006 Pasadena Food Bowl Spices Up New Year's Celebrations Discover On and Off Colorado Boulevard

PASADENA, CA – Old Pasadena will host the longest New Year's celebration in the Southland when the Rose Parade, *Pasadena Food Bowl* and the college football Bowl Championship Series kick-off 2006 with three days of fun for everyone. Sandwiched in between the Rose Parade and the football game, the Pasadena Food Bowl will take center stage in Old Pasadena along world-famous Colorado Boulevard and off Colorado too, between Pasadena and Fair Oaks Avenues, on Jan. 3, 2006, from 10 a.m. to 10 p.m. Admission is free to the public with charges for food and beverages.

Juggling the calendar and tradition, the Old Pasadena Management District is organizing the Pasadena Food Bowl and dishing up a mix of ethnically diverse food from 35 of Pasadena's favorite restaurants. The event will also present Wine and Roses, offering wine tasting from five California wineries; live music, art displays and demonstrations. Entertainment stages will anchor each end of the Pasadena Food Bowl. Off and on Colorado Boulevard will reveal things to do for all ages including the

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Pasadena Food Bowl -2-2-2

Children's Village, Culinary Creation Station, the art of ice sculpture, and sidewalk chalk art in the making. Eclectic boutiques, the new Tiffany & Co. and major retail stores will also be just steps away for visitors who want to shop the after Christmas sales.



“Whether you walk, take the Gold Line, drive and park in one of 8,000 public parking spots, or are visiting from out of town, Old Pasadena will be the place to celebrate the new year,” says Maggie Campbell, President & CEO, Old Pasadena Management District. “We invite everyone to come out and see what makes Old Pasadena fun and famous.”

Sponsors to date include: The City of Pasadena, Coca-Cola, Smart & Final, Southwest Airlines, Clear Channel Radio Group and NBC 4.

The Old Pasadena Management District is a non-profit business organization dedicated to the preservation and promotion of Old Pasadena. For more information contact the event hotline at (626) 356-9725 or visit the website at www.oldpasadena.org.

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Note to Editors:

Old Pasadena is the official name of this district. Old Town Pasadena is incorrect.