



BLOSSOMS of HOPE...
the Howard County Cherry Tree Project
NEWS RELEASE



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Blossoms of Hope's cherry tree initiative continues to grow
Local Restaurants to Offer "Pink" Plate Specials
in April to Help Raise Cancer Awareness

ELLICOTT CITY, Maryland— As the blossoming season of Howard County's 1,250 Blossoms of Hope cherry trees approaches, local restaurateurs are thinking pink. From Elkridge to Ellicott City to Columbia to Savage, nine of Howard County's finest dining establishments will be adding "Pink" Plate Specials to their menus for the month of April to help raise breast cancer awareness and benefit the Claudia Mayer Cancer Resource Center.

According to Victoria Goodman, Executive Director of Blossoms of Hope, the new dining pink initiative is the direct result of local restaurant owners coming forward and asking how they could help support the Blossoms of Hope mission.

"This is a wonderful act of generosity on the part of these local businesses," Ms. Goodman said. "It truly demonstrates just how deep their commitment to the community runs. Now, thanks to our restaurant partners, people can enjoy a great meal and give back to the community at the same time!"

Each establishment will create its own unique, appetizing promotion for the "Pink" Plate Specials promotion. AIDA Bistro & Wine Bar in Columbia Gateway is dedicating its popular three course Prix Fixe Dinner offering with complimenting fun wines or craft beers as its fundraising special. Jordan's Steakhouse in historic Ellicott City will donate a portion of the entire month's proceeds. Others, like the Rams Head Tavern in Savage Mill, The Crab Shanty, and Kelsey's of Ellicott City, will designate popular existing menu items as their "Pink" Plate Specials. Tersiguel's French Country Restaurant in Ellicott City and The Waterside at the Columbia Sheraton Hotel are seriously thinking pink by creating tempting signature menu items that feature pink and cherry themes and ingredients.

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Local Restaurants to Offer “Pink” Plate Specials in April to Help Raise Cancer Awareness (continued)

Two special events are also being planned. Alexandra’s at Turf Valley Resort will host a “Pink Champagne” ladies luncheon on April 15 complete with a fashion show and shopping boutique. A special April wine dinner has also been added to the popular Belmont Conference Center’s event schedule on April 19 as part of the new Blossoms of Hope awareness campaign.

Joe Barbera, owner of AIDA Bistro & Wine Bar in Columbia Gateway, Past-President of the Howard County Restaurant Association and current board member of the Restaurant Association of Maryland, welcomes the opportunity to give back to the community.

“As a local restaurant owner, I have developed a deep relationship with many of my customers,” Barbera said. “Howard County is my home and the community is very important to me. Bringing “Pink Plate Specials” to our menu is a way to do our part and support a program that is helping raise cancer awareness and benefiting the community as a whole.”

Jordan Naftel, owner of Jordan’s Steakhouse and also Past President of the Howard County chapter of the Restaurant Association of Maryland sees the “Pink Plate Specials” initiative as the impetus for other cooperative efforts among Howard County’s local restaurants.

“The local restaurant owners in Howard County are forging a strong allegiance that includes a commitment to community,” Naftel said. “I see this awareness effort as only the beginning of what we can do together to contribute to the wonderful quality of life Howard County brings to its residents and visitors. In fact, our next venture is to bring a Restaurant Week to Howard County this summer.”

For Howard County Tourism, the newest Blossoms of Hope outreach brings the original concept for the cherry tree initiative to increase tourism to the county, full circle.

“Tying the blossoming season of the cherry tree project to a local restaurant promotion, not only creates awareness for the Blossoms of Hope program but also for the participating businesses,” said Anne Johnson, President of Howard County Tourism Council and General Manager of Belmont Conference Center.

“Our long-term vision for Blossoms of Hope is to have people come to Howard County in the spring for the beauty of the trees and stay to experience other attractions. Overarching that aspect of the program is the opportunity for the tourism industry to help raise cancer awareness and support the community where we do business,” Johnson added.

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Local Restaurants to Offer “Pink” Plate Specials in April to Help Raise Cancer Awareness (continued)

“Pink” Plate Specials” can be found on the menu at the following locations throughout April:

- **AIDA BISTRO & WINE BAR**
7185 Columbia Gateway Drive, Columbia, Maryland / 410-953-0500
- **ALEXANDRA’s at Turf Valley Resort**
2700 Turf Valley Road, Ellicott City, Maryland / 410-465-1500
*SPECIAL : Pink Champagne Ladies Lunch on April 15, 12 – 2:30 pm
- **BELMONT Conference Center**
6555 Belmont Woods Road, Elkridge, Maryland / (410) 772-4300
*SPECIAL : APRIL WINE DINNER APRIL19
- **JORDAN’S STEAKHOUSE**
8085 Main Street, Historic Ellicott City / 410-461-9776
- **KELSEY’S**
8480 Baltimore National Pike, Ellicott City / 410-418-9076
- **RAMS HEAD TAVERN** in Savage Mill
8600 Foundry Street, Savage, Maryland / 301-604-3454
- **TERSIGUEL’S FRENCH COUNTRY RESTAURANT**
8293 Main Street, Historic Ellicott City / 410-465-4004
- **THE CRAB SHANTY RESTAURANT**
3410 Plum Tree Drive, Ellicott City, Maryland / 410-465-9660
- **WATERSIDE** at the Columbia Sheraton Hotel
10207 Wincopin Circle, Columbia, Maryland / 410-730-3900

The cumulative proceeds raised by participating restaurants from the “Pink” Plate Specials will be presented to the Claudia Mayer Cancer Resource Center (Blossoms of Hope’s designated beneficiary) during the opening ceremonies of this year’s Comcast CHERRYBRATION on May 3 beginning at 4pm in Centennial Park.

For more information about Blossoms of Hope... the Howard County Cherry Tree project, visit www.blossomssofhope.com.