

NEWS RELEASE

FOR IMMEDIATE RELEASE
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Students Invite the Community to Enjoy the 'Flavor of SLO' Fundraising event returns to benefit two local nonprofits

San Luis Obispo, CA – Flavor of SLO is a fundraising event that features tastings from 20 local restaurants, wineries and breweries. The event will take place on Sunday, May 23, from Noon – 4:00 p.m. at Mitchell Park in San Luis Obispo. Flavor of SLO is an event for all ages; the afternoon's activities will feature live music, activities for children, and a raffle and silent auction to win prizes donated by local restaurants. Ticket prices range from \$5-30 and are available at www.flavorofslo.com or the day of the event for an additional \$5.

Live music will be provided by two local favorites; blues duo Valerie Johnson and Al B. Blue, and reggae inspired Bare Feet. Vendors include Splash Café, Sweet Earth Chocolates, Central Coast Brew, Petra Mediterranean Pizza & Grill, Tio Alberto's, Shalimar, Kelsey See Canyon Vineyards, Spike's Pub, Go Girl Energy Drink, Firestone Walker Brewery, Dream Dinners, Breads & Moore, Talley Vineyards, Cerro Caliente Cellars, Autry Cellars, Utopia Bakery, Opolo Vineyards, G's Fruit Freeze, Baileyana & Tangent Winery, Central Coast Wines, and Castoro Cellars.

All of the proceeds from the event will be donated to [United Way of San Luis Obispo County](http://www.unitedwayslo.org) and [San Luis Obispo Alpha, Inc.](http://www.sloalpha.org) United Way works to improve the lives of children, seniors, families and individuals in our local community by focusing on education, income and health – the building blocks for a good life. Alpha is a pregnancy and parenting support center serving Central Coast families for the past 30 years.

The Flavor of SLO event was created in 2009 by Cal Poly student Jessica Sisco, for her senior project. It continues this year as a project taken on by a team of Cal Poly students majoring in marketing and recreation planning. The purpose of the event is to stimulate interest in local restaurants, wineries and breweries at an affordable price, while also benefitting two local nonprofit organizations.

For more information about the Flavor of SLO, please visit the website at www.flavorofslo.com or contact the event marketing directors, Kristina Iglehart or Julie Van Wagenen at contact@FlavorOfSLO.com.

For more information about United Way of SLO County, visit www.unitedwayslo.org or call (805) 541-1234. For more information about Alpha Pregnancy & Parenting Support Center, visit www.sloalpha.org or call (805) 541-3367.

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