



## NEWS RELEASE

FOR IMMEDIATE RELEASE  
March 26, 2010

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### Flavor of SLO Returns to Benefit Local Nonprofits

*San Luis Obispo, CA* – Flavor of SLO is a nonprofit promotional fundraising event that features tastings from more than 30 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. The Flavor of SLO is an event for all ages and will feature live local music, activities for children and a raffle and silent auction to win various gifts. Ticket prices range from \$5-30 and are available at [www.flavorofslo.com](http://www.flavorofslo.com) or the day of the event for an additional \$5.

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](http://www.flavorofslo.com) or contact the event marketing directors, Kristina Iglehart or Julie Van Wagenen at [contact@FlavorOfSLO.com](mailto:contact@FlavorOfSLO.com).

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

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This news release is available on the United Way of San Luis Obispo County website at <http://www.unitedwayslo.org/News/index.html>