



## **Media Advisory**

FOR IMMEDIATE RELEASE

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### **Mayor and Council Proclaim Tuesdays in San Marcos as “Don’t Cook Tuesdays”**

**San Marcos, CA (5-7-2010)** – Mayor Jim Desmond and the San Marcos City Council proclaim Tuesdays in San Marcos as “Don’t Cook Tuesdays” at the City Council meeting Tuesday, May 11.

“Don’t Cook Tuesdays” is part of the Restaurant Roundtable, the dining component of the “In San Marcos” program sponsored by the San Marcos Chamber of Commerce. “In San Marcos” promotes local spending to help stimulate business for local retailers and restaurateurs by educating consumers about the benefits of sales tax to the San Marcos community. Over 22 percent of City services are funded by sales tax collected from local transactions. Services include Public Safety, Parks and Recreation, Street Maintenance, and Community Development, so it is important to spend locally when possible.

Participating restaurants offer menu specials every Tuesday night that are either regular menu items offered at a discounted price or a special dish offered only on Tuesday nights.

"Participating restaurants are truly excited about Dont Cook Tuesdays and have come together in support of the promotion. They have been actively involved with brainstorming creative ideas and offering new specials that will help increase visibility of the promotion throughout the local community," says Angel Mason, Restaurant Roundtable Committee member and President of Puzzle Pieces Marketing.

Though still a new program, “Don’t Cook Tuesdays” has already been featured on **Fox Channel Five News** and in the *North County Times*.

“Don’t Cook Tuesdays’ is an exciting and very innovative program. We are very happy to receive the support of the City of San Marcos,” says Joanie Priest, President & CEO of the San Marcos Chamber of Commerce.

For a complete list of participating restaurants, please visit [www.dontcooktuesdays.com](http://www.dontcooktuesdays.com) or for more information about “In San Marcos” please visit [www.sanmarcoschamber.com](http://www.sanmarcoschamber.com).

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