

FOR IMMEDIATE RELEASE

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W SAN DIEGO HOSTS FALL CULINARY FUNDRAISER FOR JAMES BEARD FOUNDATION

*Event showcases W West Coast Chefs and
Innovative Five-Course Dinner and Wine Pairings*

WHO: W San Diego and the James Beard Foundation have partnered to bring the distinctive New York-based culinary institution to the West Coast for an exclusive evening celebrating the freshest flavors of fall.

WHAT: Showcasing the piquant talents of W executive chefs – including AJ Voytko of Rice at W San Diego, Paul Piscopo of XYZ at W San Francisco and Jack Yoss of NineThirty at W Los Angeles – the evening includes a champagne reception with canapés, a full five-course dinner, each prepared by a different chef, as well as a silent auction. Wine pairings are also available.

WHEN: **Thursday, November 2, 2006**
7:00 p.m. – 8:00 p.m. – Reception and Silent Auction in Living Room (Open to the Public)
8:00 p.m. - Private Dinner for Ticket-holders

WHERE: Rice at W San Diego
421 West B Street
San Diego, CA

WHY: This out-of-house event is a fundraiser for The James Beard Foundation, a national not-for-profit 501(c)(3) organization based in New York City dedicated to celebrating, preserving, and nurturing America's culinary heritage and diversity in order to elevate the appreciation of its culinary excellence. James Beard programs include annual Foundation culinary awards, scholarships, educational courses, and kitchen volunteer and internship opportunities, among others.

MORE INFO: Tickets are \$100 for Friends of James Beard members and \$125 for non-members when purchased before October 1 and \$125 for members and \$150 for non-members after October 1.
Please call 619-231-8220 to purchase tickets.

A special \$189.00 rate for a Wonderful Room for the night of November 2 for private dinner guests.

The menu (with wine pairings) is available upon request.

About W Hotels

W Hotels is a global lifestyle brand with 20 properties in the most vibrant cities around the world. Inspiring and indulging its guests with thoughtful, refreshing and stylish experiences, signature restaurants, bars and destination spas, W has become the fastest growing luxury hotel brand in the world. Each hotel offers a unique mix of innovative design, comfort and cultural influences from fashion to music to art and everything in between. Recent openings include W's first property in Asia, W Seoul – Walkerhill, and its first property in Canada, W Montreal. W Residences, offering the W lifestyle at home, have been announced for Las Vegas, Hollywood, South Beach, Phoenix, Scottsdale, Philadelphia and Hoboken. W's first residential property, W Dallas Victory, opened in June of 2006. Internationally, W has announced plans for hotels in the Maldives, Athens, Barcelona, Hong Kong, Shanghai, Santiago, Doha, Istanbul and Dubai. For more information, visit <http://www.whoels.com>.

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