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**22<sup>nd</sup> Annual Taste of Arlington  
To Cook Up Fresh Flavors & Fun With a New Owner and Active Community Partners  
Event Slated for Sunday, May 17, 2009**

**February 10, 2009 - Ballston (Arlington, VA)** – The Ballston-Virginia Square Partnership is pleased to announce that **Taste of Arlington 2009** will take place on **Sunday, May 17, from noon to 5:00 p.m.** on Wilson Boulevard in front of Ballston Common Mall. The Partnership is organizing and hosting the highly-anticipated event, having purchased the rights to Taste of Arlington from Community Residences, Inc.

"We are very excited to have this opportunity," says Partnership Executive Director Julie Mangis. "Ballston has served as the backdrop for Taste of Arlington since 2000 and we believe it provides the perfect footprint in a central Arlington location. It is accessible to residents throughout the region via the Orange Line metro and there is also plenty of parking."

Each year, Taste of Arlington transforms the Ballston area into a lively street festival with local entertainment and sponsors, children's activities, special exhibits provided by the National Science Foundation, and lots of noteworthy restaurants. The spectacular community event draws nearly 12,000 attendees each year, who have the opportunity to sample dishes from at least 40 restaurants. Admission is free but guests must purchase ticket books for restaurant tastes and beverages.

This year, the event will expand its footprint by providing deeper flavors of Arlington - showcasing businesses, restaurants, the arts and community organizations in the County's many urban villages, including Ballston, Clarendon-Courthouse, Columbia Pike, Rosslyn, Shirlington, Lee Highway, Crystal City and Pentagon City. The Ballston-Virginia Square Partnership is teaming up with the Clarendon Alliance, Columbia Pike Revitalization Organization, Rosslyn Renaissance and the National Science Foundation to produce the 2009 Taste.

"The collaboration with the other Arlington public-private partnerships is key to broadening the scope of the event and ensuring that Taste of Arlington reflects the rich diversity of the County," Mangis adds. "The team is also pleased to have Maurisa Turner Potts, well known in the Metro area, and who has enormous marketing, public relations and special events experience, leading the effort."

Proceeds from Taste of Arlington will continue to benefit Community Residences, Inc., a local non-profit organization that assists people with disabilities to live independently in the community.

To celebrate the new ownership and new community alliance, the Partnership has launched a new Taste of Arlington brand identity which includes a new logo, Web site ([www.tasteofarlington.com](http://www.tasteofarlington.com)) and targeted event promotion.

Restaurants interested in participating in the 2009 Taste of Arlington should visit the Web site or call the Partnership office, 703-528-3527, and request a restaurant packet. Sponsorship packages, offering media and event publicity, tickets and other benefits, are also available. Taste of Arlington is a rain or shine event. Join us in Tasting Arlington, One Forkful at a Time!



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#### **About Ballston Virginia Square Partnership**

The Ballston-Virginia Square Partnership is a public-private organization of citizens, real estate professionals, businesses, civic and condominium associations, educational institutions and non-profits with the mission of promoting and enhancing the Ballston and Virginia Square areas as desirable communities in which to live, learn, work, shop and play. Founded in 1985, it has played a role in, and continues to influence, the development decisions and environmental enhancements for these two urban villages. [www.ballstonvasquare.org](http://www.ballstonvasquare.org)

#### **About Clarendon Alliance**

The Clarendon Alliance is a public-private partnership chartered by the Arlington County Board in 1986 to promote the health and vitality of Clarendon, Arlington's original downtown commercial district, and its surrounding areas. We market existing businesses in Clarendon and the community in general. Members of the Alliance include commercial property owners, small and large businesses, financial institutions, government representatives, neighborhood community groups and individuals. [www.clarendon.org](http://www.clarendon.org)

#### **About Rosslyn Renaissance**

As a membership organization, RR informs, involves and engages the community in planning for the future. Founded in 1991, its mission is to work with residential, commercial, cultural, and government communities to realize Rosslyn's potential as a distinctive urban environment through a focus on urban design and development. [www.rosslynva.org](http://www.rosslynva.org)

#### **About Columbia Pike Revitalization Organization**

The Columbia Pike Revitalization Organization (CPRO) is a 501(c)(3) non-profit, public/private partnership. Established on May 14, 1986, CPRO is a coalition of businesses, civic associations, property owners, and individuals working with the Arlington County Government. It works to provide direction and support to improve and revitalize Columbia Pike and its adjacent neighborhoods. [www.columbiapike.org](http://www.columbiapike.org)

#### **About National Science Foundation**

The National Science Foundation (NSF) is an independent federal agency that supports fundamental research and education across all fields of science and engineering, with an annual budget of \$6.06 billion. NSF funds reach all 50 states through grants to over 1,900 universities and institutions. Each year, NSF receives about 45,000 competitive requests for funding, and makes over 11,500 new funding awards. NSF also awards over \$400 million in professional and service contracts yearly. [www.nsf.gov](http://www.nsf.gov)