

#### IMPORTANT FACTS FOR 2012:

- The first edition of Vancouver Dîner en Blanc® will be held on August 30 at 6pm PST, and the location will only be revealed to Media 1 hour before the event.
- Official cities part of Dîner en Blanc International network: Vancouver, Quebec, Montreal, Toronto, Boston, Philadelphia, Las Vegas, Atlantic City, San Francisco. North New Mexico, Cincinnati, Puerto Rico, Sydney, Brisbane, Mexico City, Singapore, Barcelona, Kigali, Abidjan and Paris.

#### BACKGROUND INFORMATION:

##### **The Dîner en Blanc® , imported from France, and soon launching on 5 continents!**

Launched with just a handful of friends over 20 years ago (in 1988), Paris' Dîner en Blanc® now assembles nearly 15,000 people each year. The French capital's most prestigious sites have played host to it: the Pont des Arts, the Eiffel Tower site, the Louvre Pyramid, the Trocadero Esplanade, Place Vendôme and the Château de Versailles to name a few!

Originally, the Dîner en Blanc® was strictly a word of mouth event and has now grown to rely on the Internet and social media to communicate with its privileged attendees and those curious about the event. Though the technology behind the event may have changed over the years, the principles fuelling this fantastic event have not; diners continue to gather at a secret location with the sole purpose of sharing a high-quality meal with good friends at the heart of one of the city's most beautiful locations.

The launching the first American Dîner en Blanc® in New York City last summer confirmed the event concept's success as over 31,000 people signed-up to the waiting list to participate in that premiere. Since then, over fifty potential organizers throughout the world contacted Dîner en Blanc International Inc. to recreate the event in their city. Amongst all these offers, fifteen cities were selected this year to join the official Dîner en Blanc International Inc. network.

#### EVENT KEY RULES:

- The Dîner en Blanc® is quite different from other special events. The event location is a secret and only revealed to participants 1 hour prior to commencement. The site chosen is typically a public one in one of the most beautiful parts of the city, where participants can "see and be seen".
- In order to participate, one must be invited by a participant from the previous year or get on the official website's waiting list.
- Once confirmed, the presence of each guest thus becomes mandatory, rain or shine, as the event is held regardless of weather conditions.
- Colour of attire and table setting: white only.
- Participants arrive and depart by chartered bus or organized public transportation.
- Depart with one's belongings, leftovers and trash, leaving the place as clean as it was upon arrival.

#### What must guests bring?

- A table, two (white) chairs.
- A picnic basket comprised of quality menu items and a china dinner service including proper stemware and flatware. Paper and plastic are prohibited.
- Elegance: Participants must wear white and be dressed elegantly.
- Originality is encouraged as long as it stays stylish and denotes taste.

Thanks to participants' enthusiasm, this magical event continues to be a memorable one!

To better understand the reasoning behind event rules and regulations, we encourage you to visit the official event **Website:** <http://www.dinerenblanc.info> **Facebook:** <https://www.facebook.com/DinerEnBlanc> to view images and videos from last year's events.

#### MEDIA ENQUIRIES

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