

**MEDIA INVITE
INTERVIEW OPPORTUNITY
*For immediate release***

**Dîner en Blanc® - Canada's Most Sought After SECRET Event Comes to Vancouver
Over 1,200 diners converge on secret outdoor location for night of sophisticated revelry**

Vancouver, BC (August 2, 2012) – Global dining phenomenon, Dîner en Blanc® comes to Vancouver August 30, 2012. Dîner en Blanc® marks the world's first viral event, a très chic picnic imported from Paris that invites culinary and culture enthusiasts dressed in white to converge upon secret outdoor locales in 20 cities across 5 continents. The Social Concierge brings the spirit of France to Vancouver's first Dîner en Blanc® by enlisting Top Chef Canada winner Dale MacKay along with a host of French entertainers, including internationally acclaimed Les Noces Gitanes.

Taking the pop up concept to a refined and mysterious level, these romantic outdoor dinners are organized entirely via social media, and attended annually by as many as 15,000 people in cities around the world. For Vancouver's first Dîner en Blanc® the guest list will be limited to 1,200 people for the as-yet-to-be-disclosed location.

Part mystery, part magic, part *je ne sais quoi*, the day of the event unfolds the same in every city: the site is revealed at the last-minute to preserve spontaneity and secrecy. Guests meet at designated rallying points where Table Hosts will escort them to the secret location. All must dress in elegant white, bring their own epicurean meals (or pre-order from Chef Dale MacKay's three-course menu), non-disposable dinnerware, crystal, and table set. Over the course of the evening guests will celebrate French culture and dine amid live music and dancing. When it is time to leave, guests will pack all they arrived with and head into the night, no sign of their sophisticated revelry left behind.

WHAT: Dîner en Blanc® Vancouver <http://vancouver.dinerenblanc.info/>

WHEN: August 30, 2012 6:00 p.m. – rain or shine

WHERE: MEDIA will be contacted ONE HOUR before event is scheduled to begin and will be notified of the location. Media will be hosted at the Media Lounge - spectacular visuals & photo opps all evening! Media wishing to be informed of exact location please submit online <http://bit.ly/dinerenblancvancouver> by August 24, 2012.

IMPORTANT: ALL MEDIA ATTENDING MUST BE ACCREDITED IN ADVANCE AND WEAR WHITE OR YOU WILL NOT BE ADMITTED OR GRANTED INTERVIEWS.

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Vancouver Media:
Mediatonic PR
Shelley Mantei shelley@mediatonicpr.com
Ashley Morris ashley@mediatonicpr.com
778.737.6877

Diner en Blanc International & National Media:
media@dinerenblanc.info
Genesis PR
Gen@genisispr.com
514.887.8187



DÎNER EN BLANC® BACKGROUND & FACT SHEET – Attached

HIGH RES IMAGES – Available upon request

INTERVIEW OPPORTUNITIES WITH:

About the Hosts – The Social Concierge: www.thesocialconcierge.com

The Social Concierge is a boutique branding and marketing agency that specializes in consistently delivering unique, premium solutions to a select range of experientially-focused clients. We also create and execute a portfolio of designer in-house events and tailored hosting programmes for special guests both locally and abroad.

“Bringing Dîner en Blanc to Vancouver was a natural choice. The core values of The Social Concierge revolve around creating truly remarkable experiences, which is what Dîner en Blanc delivers with the French spirit of 'Joie De Vivre': taking time to enjoy great food, wine, and company while being present in a spectacular moment,” shared Tyson Villeneuve, co-founder of The Social Concierge and host of Dîner en Blanc Vancouver. “Dîner en Blanc is going to be magical!”

About Chef Dale MacKay: www.bit.ly/ensembleDM

Before opening ensemble restaurant & bar and ensemble Tap restaurants in Vancouver (2011), Top Chef Canada winner Dale MacKay worked kitchen front lines and opened restaurants for top chefs Gordon Ramsay and Daniel Boulud. At the age of 27 Chef MacKay became the youngest Grand Chef Relais & Chateaux in the world – one of just 160 globally. Dale made Canadian Culinary history when he was named Top Chef Canada – the country's first.

Creators of Dîner en Blanc International, Inc. managing the expansion of this worldwide event

Aymeric Pasquier:

Born in France, he is the son of the founder of the first ever Dîner en Blanc event created in 1988. He has been living in Montreal for the last ten years and simply adores Canada, his adopted Country. He imported the concept from France to Canada in 2009 and then to the United-States (in New York City). He is the co-founder of Dîner en Blanc International Inc. where he acts as Executive Director and Partner; and organizer of the Montreal Dîner en Blanc®.

Sandy Safi:

Having worked in over 15 countries, in the field of special events and the performing arts, she has been responsible for developing and managing productions in theatre, opera, circus, concerts. She is the co-founder for Dîner en Blanc International Inc. where she acts as Director of Development and Partner.

About Dîner en Blanc:

Launched with just a handful of friends by François Pasquier nearly 25 years ago, Paris' Dîner en Blanc now assembles nearly 15,000 white-clad guests each year in a dozen cities throughout Europe and North America. People simply place their names on an online waiting list and those who attend a Dîner en Blanc can become members, are invited back the following year, and in turn, can invite their friends. Dîner en Blanc is about building a pyramid of friends and a network that links memories. The French capital's most recognizable sites have played host to it: the Pont des Arts, the Eiffel Tower site, the Louvre Pyramid, the Champs-Élysées, and last year: The Plaza of Notre Dame basilica. In Canada, 4 cities will play host to Dîner en Blanc, including Toronto (Aug 9 first edition) Montreal (Aug 16 fourth edition), Quebec City (Aug 16 second edition), and Vancouver (Aug 30 first edition).

www.dinerenblanc.info