



PRESS RELEASE

Worldwide epicurean phenomenon Dîner en Blanc® is coming to Victoria this summer!

More than 1,200 guests are expected to participate in Victoria's first ever Dîner en Blanc

Victoria, BC May 22, 2013 – From global phenomenon to highly sought after “secret,” Dîner en Blanc will take over Victoria's public space for the first time this summer on June 27, 2013. This *très chic* picnic, imported from Paris, is equal parts mystery tour, pop-up feast and *je ne sais quoi*.

Over 1,200 foodies and cultural enthusiasts dressed in white will descend upon a secret location that will be revealed at the very last minute for an unforgettable evening of elegance, beauty and magic.

True to tradition, bystanders will witness groups of 100 to 300 people gather at specific rallying points all across the city. These groups will then converge on one of the most beautiful settings in the city, either on foot or by other means of transportation. Everyone is asked to dress elegantly in white, from head to toe, bring their own epicurean feasts, tables, chairs, fine china, silverware and white tablecloth. Over the course of the evening, the diners eat and celebrate amid live music, dancing, complete with festive white balloons. Visually breathtaking moments include the waving of a cloth napkin to mark the beginning of the dinner, as well as the lighting of sparklers to let participants know they are now free to circulate, mingle and dance. When it is time to leave, guests pack up their crystal, dinnerware and tables, pick up all their litter and head into the night, leaving behind no sign of their elegant revelry.

About Dîner en Blanc in Victoria

"With Dîner en Blanc, it's the people who create the event and their commitment to the idea that makes it so successful – we felt Victoria was primed for such a fantastic event. Not to mention Victorians are known for their love of all things festive and stylish," shared Aidan Henry co-organizer of the Victoria Dîner en Blanc.

ABOUT THE HOSTS

Aidan Henry (Brink Events www.brinkevents.ca) has been fascinated by special events ever since he can remember and has produced some of Victoria's best, and Jordan Kallman and Tyson Villeneuve (The Social Concierge www.thesocialconcierge.com) are branding and experiential marketing pioneers. They will bring the spirit of France to Victoria's first Dîner en Blanc by enlisting The London Chef (Dan Hayes - Best Chef in Victoria - *Eat Magazine* 2012). Together, they will make this first edition a success that will pave the way towards establishing a long-standing tradition.



About Dîner en Blanc

The worldwide phenomenon known as Dîner en Blanc will celebrate its 25th anniversary this year! Launched by François Pasquier and a handful of friends in 1988, the Paris Dîner en Blanc now attracts more than 10,000 people each year. What began as a “friends and word-of-mouth only” event has grown into an international epicurean phenomenon on five continents. While 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 for the sole purpose of sharing a high-quality meal with good friends in one of their city’s most beautiful locations. Dîner en Blanc International, based in Montreal, is responsible for developing this secret posh picnic in over 40 cities by the end of 2013. Each event is headed by passionate local organizers who fell in love with the concept and wanted to bring it to their city, giving this rendezvous a local flair.

What are the key rules of the event?

- Dîner en Blanc is quite different from other special events. The seating layout on the public site is very specific and the site chosen is typically in one of the most beautiful parts of the city, where diners can “see and be seen.”
- In order to participate, guests must be invited by a member from the previous year or get on the official website’s waiting list.
- Once confirmed, each guest’s participation becomes mandatory, regardless of weather conditions, as the event goes ahead rain or shine.
- Colour of attire and table setting: white only.
- Participants arrive and depart by chartered bus or organized public transit.
- Guests leave with their belongings, leftovers and litter, leaving the place as clean as it was when they arrived.

What must guests bring?

- A table, two (white) chairs.
- A picnic basket comprising quality menu items and a china dinner service including proper stemware and flatware.
- Wine or champagne. Beer and hard liquor are prohibited.
- Participants must wear white and be dressed elegantly.
- Originality is encouraged as long as it is stylish and tasteful.

To better understand the reasoning behind event’s rules and regulations, we encourage you to visit the official website Victoria.DinerenBlanc.info and Facebook page [DinerEnBlanc.Victoria](https://www.facebook.com/DinerEnBlanc.Victoria) to view our images and videos.

Those interested in joining Dîner en Blanc’s guests in Victoria are encouraged to sign up quickly via <http://victoria.dinerenblanc.info/register>, since space is limited.



For photos or videos of Dîner en Blanc events from around the world, go to www.dinerenblanc.info , select the city you wish to view and click on the media tab in the top right corner.

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Media Contact:

Shelley Mantei, Mediatonic PR

778.737.6877

buzz@mediatonicpr.com

Media Accreditation:

www.bit.ly/tonicpresspass