



El Parador Café
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NEWS RELEASE

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**For Every Generation, El Parador Café Shines on Father's Day
*NYC's Favorite Mexican Restaurant Is the Father's Day Place to Be***

New York, NY, June 16, 2010 –It's always important to honor your Father, especially one day a year in particular. This coming Sunday, June 20 is Father's Day. What restaurant could be better for a memorable lunch or dinner with Dad than El Parador Café?

"We've always been about family events and special occasions," recalled Alex Alejandro, proprietor and executive chef. "My father Manny, one of the two original owners of El Parador Café, raised me to provide the same level of world class food, ambience and fun that he did for over two decades. We continue the tradition of caring and helping to make great memories for our patrons, and welcome all Great Grandfathers, Grandfathers, Dads, New Fathers and Fathers to Be to come and have a great time with us on Father's Day."

The restaurant will have special menu items for both lunch and dinner this coming Sunday. The bar will be open, as always.

About El Parador Cafe

El Parador Café was established in 1959 and is the oldest Mexican restaurant in New York City, currently celebrating its 51st year of operation. Respected as having the best Margaritas by *The New York Press* and the best Ceviche by *The New York Times*, Carlos Jacott launched and nurtured the original establishment, first located on 2nd Avenue and 31st Street.

While Carlos was deemed Maitre D' par excellence, he also made his mark as an all-time great restaurateur. He sold his successful enterprise to Manuel Alejandro in 1990. The torch has been passed to Manny's son, Alex, a 1994 graduate of The French Culinary Institute, who continues to grow the restaurant's following by offering an excellent menu, world class bar & lounge and warm atmosphere.

El Parador Café is dedicated to culture, care, and warmth. Many of our customers first met each other here, and have held their most intimate gatherings at our restaurant.