



El Parador Café
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NEWS RELEASE

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El Parador Café Commemorates Its 50th Year with a Big Bash *October Party at Restaurant Draws Over 250 Loyal Customers*

New York, NY, October 30, 2009 –El Parador Café, celebrating its 50th anniversary this year, threw a special, invitation only bash for its most loyal patrons, dubbed “El Paradorians,” on Monday, October 19. The oldest Mexican dining establishment in New York City closed its doors to the general public on 10/19, and turned itself into a two-floor standing and dancing room only party space. The party was hosted by Alex and Amy Alejandro, the restaurant’s owners.

“Based upon the feedback that we have received since hosting the event, we must have showed everyone a fantastico time” commented Mr. Alejandro. “It was a very joyful celebration; everyone felt connected by their experiences with and memories of El Parador.”

The evening was punctuated by the restaurant’s classic varieties of margaritas, world class food, and a five piece acoustic band, featuring Latin Grammy award winning guitarist, David Oquendo.

About El Parador Cafe

El Parador Café was established in 1959 and is the oldest Mexican restaurant in New York City. 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 is dedicated to culture, care, and warmth. Many of our customers met each other and have held their most intimate gatherings here.

We're El Parador, the most accommodating restaurant in New York. The answer is yes. What's your question?