



El Parador Café
325 East 34th Street
New York, NY 10016

NEWS RELEASE

Media contact:

Chuck Hirsch
President
Masqueraider Marketing
914-730-9292
info@masqueraider.com

El Parador Café is the Spot for Memorable Events and Parties

Classic NY Restaurant Hosts One of a Kind Business or Personal Events

New York, NY, July 21, 2009 – El Parador Café, NYC’s favorite Mexican restaurant, has long been a creator of memorable personal and business dining and entertainment group events. Whether it’s for smaller or larger groups of people, the restaurant can accommodate parties of up to 100 people. Or, for more intimate events, the restaurant’s La Cueva (The Cave) Lounge can offer a private experience for up to 50 people.

Rachel Rosen, a long time customer, has held various events at the restaurant with her husband Matt. “We have had several events at El Parador, including our rehearsal dinner the

night before our wedding and a surprise party that I threw for Matt's 33rd (birthday). Alex has always been an extremely attentive and warm host, and the food is always authentic, delicious and consistent. We were not let down for either event....with attentive staff, delicious food, and ample drinks. Everyone was pleased with the food and the space. Matt said that he would not have been (as) happy anywhere else." Justin Stevens, another long time patron stated that El Parador is "Great for parties, dates, or a meal with friends. A neighborhood institution in the heart of Murray Hill."

About El Parador Cafe

El Parador Café was established in 1959 and is the oldest Mexican restaurant in New York City, celebrating its 50th 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 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.