



BIRMINGHAM

2009 WINE AND FOOD CLASSIC

News Release

FOR IMMEDIATE RELEASE

Contact: Ashli Bobo
BERLINE
248-593-7436
abobo@berline.com

**Matt Prentice To Receive 2009 CRUSH Birmingham
“Restaurateur Humanitarian Award”**

Troy, Mich., August 24, 2009 -- Children’s Leukemia Foundation of Michigan, a statewide agency whose mission is to help families cope with leukemia, lymphoma, and related blood disorders, is proud to present the 2009 “Restaurateur Humanitarian Award” to Matt Prentice, President/CEO, Matt Prentice Restaurant Group. The award will be presented to Prentice at the 2009 CRUSH Birmingham Wine & Food Classic on Saturday, October 3, 2009. The event will take place from 7PM to 1 AM at The Townsend Hotel, 100 Townsend St. in Birmingham.

The “Restaurateur Humanitarian Award” recognizes individuals for their overall excellence in the food and hospitality industry, as well as their extraordinary contributions to the community.

Prentice is one of Michigan's leading restaurateurs and one of the states largest caterers. His Matt Prentice Restaurant Group (MPRG) owns and operates eight, soon to be nine, successful eateries, a baking facility and five, soon to be six, banquet facilities. He has received many honors and recognitions over the years including *Entrepreneur* magazine's "40 Under 40", and was also named to the *Crain's Detroit Business* annual "40 Under 40" list, *Restaurants & Institutions* magazine recognized Prentice as one of the nation’s top “Concept Creators” and “One to Watch”. Prentice's achievements, leadership and commitment to the community earned him top acknowledgment from the Oakland Executive Association, which previously named him Retail Executive of the Year; he was recognized in *Nation's Restaurant News* as one of the leading 50 “New Taste Makers” in the country; *Restaurants & Institutions* as a top multi-concept operator and *Restaurant Business* as a leading “Independent.”

Prentice’s leadership extends beyond his restaurant group. He has also tirelessly demonstrated his commitment to philanthropy. MPRG has catered a multitude of charity benefits and supported organizations including the Multiple Sclerosis Society, The Children’s Charity, and Cass Community Social Services, among others. Through Matt Prentice’s generosity, these worthwhile organizations are able to continue their missions.

(-MORE-)

“As a Michigan-based organization we are delighted to recognize one of Michigan’s true leaders in the food and hospitality industry. It is a privilege to honor Matt Prentice with the 2009 Restaurateur Humanitarian Award, as part of the 2009 CRUSH Birmingham event. Matt’s selfless commitment to his profession and community, and his tireless dedication to humanitarian causes is extraordinary. Mr. Prentice has made it a priority to give back to the community and Michigan charities and we applaud him for his efforts,” William Seklar, President and CEO of Children’s Leukemia Foundation of Michigan.

About CRUSH Birmingham

Scheduled from 7 PM to 1 AM October 3, 2009 at the Townsend Hotel in Birmingham, CRUSH Birmingham will feature world-renowned wine experts and culinary masters dedicated to creating a night of elegance for guests. Novices and connoisseurs alike will savor pairings of the very best food and wine, prepared by chefs with international acclaim, including Proprietor and Executive Chef Jean Joho, who has restaurants in Chicago, Boston and Las Vegas, and Executive Chef Michel Richard of Citronelle in Georgetown, Washington D.C. Detroit’s own Tom and Vicki Celani, founders of the esteemed Celani Family Vineyards, the Honorary Family Vineyards for 2009, will select several award-winning wines from his family vineyard in Napa, Calif.

Local celebrity chefs such as Jim Barnett, Executive Chef of the Westin Book Cadillac Hotel-Detroit; Brian Polcyn, Proprietor and Chef of Forest Grill in Birmingham; Jim Bologna, Executive Chef of Rugby Grill in The Townsend Hotel, Birmingham; Eric Ward, Executive Chef of Coach Insignia in Detroit; and Karen Williams, Chef and Proprietor of Galley Gourmet in Bay Harbor, will also participate. Honorary Wine Director Ron Edwards will join a host of wine ambassadors, including Master Sommeliers Laura Williamson, Wayne Belding, Sally Mohr, Madeline Triffon, Fred Dexheimer, and Claudia Tyagi.

The main event ticket for CRUSH Birmingham includes a Taittinger champagne toast, wine and small plate pairing stations, a silent wine auction sponsored by the Plum Markets, and later, a desert and gourmet coffee buffet. The CRUSH After Hours event, sponsored by Rémy Cointreau USA, will immediately follow the main event with a trendy club atmosphere, open bar, music, and dancing to nationally-known “DJ Scene.”

General admission for the event is \$250 per person, and \$350 per person for patron admission. All proceeds from the event will benefit Children’s Leukemia Foundation of Michigan, a statewide agency whose mission is to help families cope with leukemia, lymphoma, and related blood disorders.

About Children’s Leukemia Foundation of Michigan

Children’s Leukemia Foundation of Michigan is a statewide agency helping families cope with leukemia, lymphoma and related disorders by providing information, financial assistance and emotional support. In addition, the Foundation has provided more than \$6.5 million in research dollars to Michigan’s comprehensive cancer institutes. Children’s Leukemia Foundation of Michigan is headquartered in Troy, Michigan. For more information, call 1-800-825-2536 or visit www.leukemiamichigan.org.

#