



\*\*\*\*\* MEDIA ADVISORY \*\*\*\*\*

FOR IMMEDIATE RELEASE

PRESS CONTACT

Benjamin Nichols  
Email: [benjamin@hillcrestia.org](mailto:benjamin@hillcrestia.org)  
619-252-5826 cell

## Sample mini holiday martinis while you shop at Hillcrest Taste 'n' Tinis

Thursday, December 8, on the streets of Hillcrest

*Annual Celebration Promotes Shopping Local This Holiday Season!*

**WHAT:** Kick off the holiday season in Hillcrest at Taste 'n' Tinis on Thursday, December 8th. Guests will sip-n-shop their way through Hillcrest on this self-guided tour of the neighborhood and stop at various retail and restaurant locations. Retailers will offer festive holiday mar'tini' samples and shopping opportunities. Participating restaurants will offer an array of bite-sized samples of their signature dishes, specialty appetizers, or decadent desserts.

Keep the party going with sexy Santa at Rich's Night Club for the official Taste 'n' Tinis after party starting at 9 pm. Ticket holders will have a chance to take pictures with Santa, win raffle prizes, and show off their best finds from the night.

Choose from two ticket options, general admission and VIP. GA ticket holders will receive admission to the event, a commemorative mini martini cup, and a tasting passport. GA tickets are \$25 through November 23rd then raise to \$30. VIP ticket holders will receive early access to the event starting at 5 pm, a commemorative 2022 mini martini glass, and a tasting passport. VIP tickets are \$35 through November 23th then raise to \$40.

**WHEN:** Thursday, December 8th, 5:30 pm- 9 pm

**WHERE:** Hillcrest Taste 'n' Tinis will take place throughout Hillcrest, at over 20 participating retail and restaurant locations. Will Call for ticket holders will be available at the HBA office at 1601 University Ave, San Diego, 92103 or at the corner of 3rd and University.

**WHO:** **Fabulous Hillcrest** is a program of the **Hillcrest Business Association**. HBA was established in 1921, making it the oldest business association in San Diego. The HBA represents over 1,300 businesses and acts as a liaison between the business community and the city while encouraging economic development for the Hillcrest area through events and promotions.

**WHY:** Hillcrest's annual holiday sip and shop event was created to help promote the local businesses that make Hillcrest great. Taking place during the neighborhood's SHOP Hillcrest for the Holidays campaign, Taste 'n' Tinis promotes shopping local for everyone on their list. This event gives San Diegans looking for the perfect gifts a taste of the vast Hillcrest retail and dining options.

**QUOTES:** **Benjamin Nicholls | Executive Director, Hillcrest Business Association**

“We love being able to promote not just our unique local shopping retailers here in Hillcrest, but also the restaurants and bars that are an integral part of the community. ”

**PRESS:** Interested media should contact Benjamin Nichols; benjamin@hillcrestia.org or call 619-252-5826.

**LINKS:** Tickets: <https://www.seetickets.us/event/Hillcrest-Taste-N-Tinis/515925>

Website: <https://www.fabulouhillcrest.com/taste-n-tinis>

Facebook: /FabHillcrest | Instagram @FabulousHillcrest

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