

# MEDIA ADVISORY



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## RESTAURANT AND HOSPITALITY CAREER EXPLORATION PROGRAM PLANNED MARCH 14<sup>th</sup> FOR 400 NEW YORK CITY HIGH SCHOOL STUDENTS

### Who:

400 invited high school students from NY City schools. Presented by the Multicultural Food Service and Hospitality Alliance (MFHA) in collaboration with the New York City Public Schools and the Careers through Culinary Arts Program (C-CAP).

### What:

New York City's High school students to learn about opportunities in lodging, foodservice and manufacturing at the one day Showcase of the Stars with presenters including over 40 leading restaurateurs and hoteliers from Union Square Hospitality Group, Hyatt Hotels, Darden among others. Also featured is the debut of the U.S. Department of Labor funded [whatsnext4me.com](http://whatsnext4me.com) site, career exploration website teaching U.S. students about careers in the hospitality and restaurant fields. This first-of-its-kind career site is a joint MFHA and Johnson & Wales University event. [www.mfha.net](http://www.mfha.net).

**When:** March 14, 10-am-2pm

**Where:** Madison Square Garden

### Why:

The number one U.S. employer (non-governmental) expects job growth to increase by more than 1.6 million new jobs in the next 10 years. Showcase will help fill in the gaps for both students seeking career options and the industry's need to staff the workforce.

**How:** Students are invited to sign up through participating schools.

### **SHOWCASE STUDENT ATTENDEES WILL:**

#### **Learn**

- More about a future career that's more than flipping burgers.
- Live from the industry's leaders.
- That restaurants, foodservice, hospitality and manufacturing are a training ground for millions of Americans of every demographic background.

#### **Hear**

- Inspirational stories and strategies for success.

#### **Meet**

- Leaders from restaurants and foodservice, lodging and manufacturing like, Union Square Hospitality, Coca Cola, Hyatt Hotels, Darden, Aramark and Kimpton Hotels and Restaurants.

#### **Take home**

- Career ideas. Education options. Scholarship applications. Internship applications.

**ATTENTION EDITORS: Photo Opportunities, interviews or image requests may be arranged by contacting Szilvia Szegedi MFAH, 401.461.6344, [szilvia.szegedi@mfha.net](mailto:szilvia.szegedi@mfha.net).**

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## Program Highlights for Showcase at Madison Square Gardens March 14, 2007

- **10:00 am**

Motivational Welcome by Gerry A. Fernandez, Founder & President, MFHA

- **10:30am – 11:45am**

- Industry Presentation, Richard Grausman, founder of Careers through Culinary Arts Program.
- Launch of [whatsnext4me.com](http://whatsnext4me.com), Career Exploration Website
- NYC Students Questions & Answers

- **11:45am – 1:00pm**

Networking Lunch with Students

Expected industry professionals from: Union Square Hospitality Group, Coca Cola, Hyatt, Darden, Aramark, Kimpton Hotels and Restaurants, Magnolia Bakery, Mandarin Oriental, Dunkin Donuts, The Palm, New York City's Schools Chef, Sofitel, Marriott and The Palm.

- **1:00pm – 2:00pm**

- Career Resources
- Scholarship Information
- Internship Application