

## PRESS RELEASE

# Ethiopian Culture and Cuisine Come to the Capitol with “Ethiopia Week in Washington”



Washington, D.C. – February 2, 2010 – The culture and cuisine of Ethiopia are coming to the Washington metro area from March 1<sup>st</sup> through 7<sup>th</sup>, with a unique opportunity for area residents to come sample the exotic allure of this little-known jewel of East Africa. Dubbed “Ethiopia Week in Washington,” this seven-day celebration will showcase special event menus prepared by local Ethiopian restaurants, sponsorship of a Washington Wizards game on March 5<sup>th</sup>, a once-in-a-lifetime trip giveaway sweepstakes, celebrity guest appearances, live radio broadcasts and an Ethiopia pavilion at the Adventures in Travel Expo March 6 – 7<sup>th</sup>.

“Washington, D.C. has an incredibly vibrant Ethiopian community, and we could not be more proud to raise awareness of how special that is,” said Mr. Benjamin J. Sills, Director of Marketing for Ethiopian Airlines Journeys. “Our hope is to get D.C. residents excited about travel to East Africa by showcasing local Ethiopian cuisine and culture,” Sills explained. Special event menus will be available at participating restaurants from March 1<sup>st</sup> through 7<sup>th</sup>. The restaurants include: Dukem, Zed’s, Habesha, Almaz, Meaza, Etete, and Addis Ababa.

In addition to tasting the unique cuisine of Ethiopia, area residents will have the opportunity to meet NBA Legend Manute Bol and enter to win a trip for two to Ethiopia compliments of Ethiopian Airlines and Ethiopian Airlines Journeys.

For a complete schedule of events, please visit [www.ethiopiaweek.com](http://www.ethiopiaweek.com), or call us toll free at 1-866-599-3797. Beginning February 22<sup>nd</sup>, Tune in to WPGC 95.5 or visit [www.wpgc.com](http://www.wpgc.com) for sweepstakes information and event updates.

### ***About Ethiopian Airlines Journeys***

The finest vacation experiences in Ethiopia and East Africa begin with Ethiopian Airlines Journeys. Ethiopian Airlines Journeys is a single-source solution to plan and realize a truly authentic vacation in one of the most exciting and historical regions of Africa. The company provides the very best service, from friendly expert guides to comfortable accommodations to delightful meals to the most fascinating African experiences. This is all provided with total customization, built around each traveler’s preferences and interests. Call toll-free 1-866-599-3797 or visit [www.seeyouinethiopia.com](http://www.seeyouinethiopia.com) for more information.

### ***About Ethiopian Airlines***

Ethiopian Airlines is one of the largest airlines in Africa serving 56 destinations around the globe. As the winner of the 2007 African Business of the Year and Best African Airline Award for 2006, its service and quality are unparalleled among African airlines. Featuring five flights weekly from Washington, D.C.’s Dulles International Airport, the airline offers both morning and evening departures, with the morning departure allowing seamless connections to 35 African destinations. The airline’s web site provides excellent information on additional flights, services and special web fares. For more information about Ethiopian Airlines, visit [www.ethiopianairlines.com](http://www.ethiopianairlines.com).

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