

**DO GOOD, EAT GOOD: BRASSERIE LES HALLES LAUNCHES
GOOD SAMARITAN CELEBRITY A LA CARTE INITIATIVE**

February, 2004 - March launches a new culinary adventure for Brasserie Les Halles, and this one has a tasty philanthropic twist! Former NFL great **Art Monk** has teamed up with Gwenael Le Pape, the restaurant's corporate chef, to create an extra special dish: the "**Art Monk Almond Crusted Salmon**", which will be featured throughout March – with one-half the entrée price of \$22.00 donated to the Good Samaritan Foundation each time a guest orders the dish.

When owner Philippe Lajaunie met Monk and former teammate Charles Mann last year, he was primarily focused on his own non-profit venture for city youth in DC, Miami and New York - the Les Halles Cup. However, as soon as he heard the two men speak, Lajaunie knew he wanted to do something special for the organization Monk and Mann helped to found. "While Brasserie Les Halles has always offered special menus throughout the year, our focus during the month of March will be The Good Samaritan Foundation, a DC-based nonprofit youth development organization." Lajaunie said. "I was so impressed with their commitment to underserved youth in the DC metro area and the results of their Student Training and Opportunity Program –16 of 22 graduates last year are now attending college – that I was determined to find a way for Brasserie Les Halles to help – both in boosting the Good Samaritan brand and helping the organization to raise funds."

Good Samaritan Celebrity a la Carte is the result. Les Halles will continue to support Good Samaritan throughout 2004 by featuring a Charles Mann culinary delight in June and Good Samaritan holiday fare in November during Good Samaritan Month.

The mission of the Good Samaritan Foundation is to prepare youth for leadership in the community and the workplace. Spurred by a powerful commitment to service, former National Football League superstars Monk, Mann, Earnest Byner and Tim Johnson launched The Good Samaritan Foundation in 1993. Their intent, then as now, was to help District of Columbia youth live up to their potential and become productive, responsible adults and parents.

From early donations of food to a model youth development program, Good Samaritan has evolved, over the last 10 years, into a vital youth-serving organization with a focus on higher education and leadership development. Good Samaritan is proving its effectiveness through a strong emphasis on evaluation. For example, 90% of all Good Samaritan students graduate from high school, and GPA scores increase on average 3.1%. Some 80% of 2003 graduates are now attending college, including Stanford University, Virginia State University, and North Carolina A& T. Good Samaritan students received over \$300,000 in scholarships and financial aid in 2003. To learn more about Good Samaritan visit www.gsf-dc.org.

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March is Good Samaritan Celebrity a la Carte Month - featuring Art Monk's Almond Crusted Salmon
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