

Philadelphia Chocolate Tours



Contact: Susan Wilson
Phone: 215-833-0044
Email: info@philadelphiachocolatetours.com

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SWEET MEETS CHIC: CHOCOLATE AND FASHION COMBINE FOR GIRLS' NIGHT OUT

Philadelphia Chocolate Tours celebrates September with a "Chocolate and Fashion" tour with a charity twist

Philadelphia, September 26, 2010 – What women want: Surveys show that the food most often craved by women is chocolate, and that women vote shopping as their favorite activity. Add in the fact that women spend three years of life shopping for clothing, food, and other items for themselves and their families, and then consider that shopping burns 48,000 calories per year, and a Chocolate and Fashion tour seems like a smart and almost inevitable indulgence. Indeed, this is the first year that Philadelphia Chocolate Tours will run a Chocolate and Fashion tour for fall, giving women an evening of luxury chocolate and shopping while benefitting charity Philabundance.

Philadelphia Chocolate Tours, which celebrates its one-year anniversary this November, will enhance their regular year-round chocolate walking and tasting tour schedule with a "Chocolate and Fashion" tour on September 30, during which participants will visit local chocolate shops and bakeries to sample the specialties and learn about the history and health benefits of chocolate, alternating with visits to clothing boutiques for browsing, discounts, chats with designers or stylists, and Champagne or other treats.

The chocolate- and fashion-obsessed will visit shops including Marcie Blaine Artisanal Chocolates, Verde, Teuscher, Miel Patisserie, and Modern Vintage.

"Philadelphia offers amazing artisan chocolate and pastry selections, as well as fabulous fashion and shopping," says Philadelphia Chocolate Tours founder Valerie Beck, "so why not put together two things that almost every woman loves. We're giving friends, sisters, mothers, and daughters an opportunity to go out on the town in this fun and delicious way. And, our mission at Philadelphia Chocolate Tours is Uplift Through Chocolate, so we're also excited to work with a charity partner to make the event all the more meaningful."

The event charity partner is Philabundance, which acquires and distributes food toward the elimination of hunger and malnutrition in the Delaware Valley. Participants are invited to bring canned or packaged foods.

In addition, participants can win prizes in categories such as Best Outfit, Best Attitude, and Best Chocolate Knowledge. Another category is Best Shoes, though attendees will be wise to remember that this is a walking tour!

Tickets for the Chocolate and Fashion tour on Thursday, September 30, at 5:30 pm, can be purchased online at www.philadelphiachocolatetours.com/events, or by calling 215-833-0044. Advance registration is required. Tickets are \$50 per person, and in addition to the Chocolate and Fashion tours, Philadelphia Chocolate Tours offers public and private tours daily except Mondays.

A Philadelphia Chocolate Tour is a 2 ½ hour guided walking and tasting tour of select chocolate shops, bakeries, and cafes, including traditional and non-traditional chocolate locations. The tours are fun, educational, and of course delicious. In addition to providing "the sweetest tour in town," the Philadelphia Chocolate Tours team also offers gift certificates and a Chocolate Travel Club.

www.philadelphiachocolatetours.com

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