



**PRESS RELEASE**  
*\*\*Photos Available\*\**

## **ASILOMAR'S NEW MANAGEMENT TEAM HOSTS COMMUNITY TREE PLANTING CEREMONY AND MENU TASTING**

*ARAMARK Introduces Leadership Team and Unveils Vision for Conference Grounds*

**Pacific Grove, Calif. – October 13, 2009** – ARAMARK Parks and Destinations, Asilomar State Beach and Conference Grounds' new operator, today introduced its leadership team to the community and unveiled plans for the conference center. A leading concessionaire of national and state parks, resorts and tourist destinations, ARAMARK was awarded a 20-year contract to operate the Asilomar State Beach and Conference Grounds earlier this year by California State Parks.

Ruth Coleman, Director of California State Parks, joined non-profit, business and government leaders from the area to welcome ARAMARK's leadership team and sample the center's new sustainable menu.

"We are excited to partner with California State Parks to bring our expertise and resources to Asilomar State Beach and Conference Grounds," said Bruce Fears, President, ARAMARK Parks and Destinations. "Asilomar exemplifies the important role parks play in our local communities. We look forward to enhancing an already amazing experience for guests visiting the lodge, resort and conference grounds."

ARAMARK's plans for Asilomar include remodeling Crocker Dining Hall and integrating environmentally-friendly practices into various aspects of their management of Asilomar Conference Grounds. ARAMARK has designed a new menu for Asilomar that will emphasize quality, fresh and seasonal local ingredients. As part of ARAMARK's green initiative for Asilomar and support of the region, produce and other elements for the food and beverage service will be sourced from local farms.

"Asilomar is an important part of the State Parks System and we are looking forward to working with ARAMARK to maximize its full potential," said Director Coleman.

"ARAMARK is excited to join the Pacific Grove community," said Jack Burkam, ARAMARK Resident District Manager at Asilomar. "Asilomar is a vital part of this community and we look forward to working with its leaders and residents to support a wide range of local programs and initiatives."

To commemorate the occasion, a Monterey Pine Tree was dedicated in front of the Grace H. Dodge Chapel to signify Asilomar and ARAMARK's new beginning. Mayor Carmelita Garcia participated in the tree dedication and welcomed ARAMARK to Pacific Grove.

For more information on Asilomar Conference Grounds, go to [www.VisitAsilomar.com](http://www.VisitAsilomar.com).

### **About ARAMARK Corporate Social Responsibility**

At ARAMARK, our 260,000 employees worldwide reach millions of people through business and community activities every day. We consider and address issues that matter most to clients, customers, employees and communities, focusing our energy on initiatives that support our diverse workforce; enhance and protect our environment; strengthen our communities; and advance consumer health and wellness. We seek to continuously improve in those areas that are under our direct control and work with clients and suppliers to develop innovative product and service options that advance these objectives.

### **About ARAMARK Parks and Destinations**

ARAMARK Parks and Destinations, a division of ARAMARK, provides a wide range of professional services, including property management, hospitality services and recreational support to specialty hotels, resorts, national and state parks, national forest service and other tourist destinations throughout the United States. ARAMARK Parks and Destinations seeks to create memorable experiences at destinations by bringing the best in environmental stewardship, sustainable cuisine and interpretive programs to the guests it serves. For more information on ARAMARK Parks & Destinations and each of its properties, visit [www.aramarkparksanddestinations.com](http://www.aramarkparksanddestinations.com).

### **About ARAMARK**

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com), or [www.twitter.com/aramarknews](http://www.twitter.com/aramarknews).

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