

it starts here.

DOWNTOWN BERKELEY

Downtown Berkeley Association

FOR IMMEDIATE RELEASE

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FIRST EVER VALENTINE'S DAY CUPIDCON PLANNED FOR DOWNTOWN BERKELEY Cupid-themed Drinks Specials announced for bar crawl showcasing 11 Downtown bars and restaurants

Hundreds of people will celebrate Valentine's Day at **CupidCon, a fun-filled bar crawl, costume contest and photo scavenger hunt** in Downtown Berkeley on Saturday, February 14th from 1pm-5pm. CupidCon's Grand Marshalls Kelly and Alyssa Journey, the Arkansas couple who were married in BART plaza last year, will lead the crawl to 11 bars and restaurants, starting with check-in at Downtown Berkeley BART plaza and a grand finish at BUILD Pizzeria with the awarding of prizes for the costume contest and scavenger hunt!

CupidCon Bar Crawl will win over hearts this Valentine's Day with dozens of exclusive drink specials showcasing the best of Downtown Berkeley's vibrant and exciting drink culture. Revelers will be love-struck by drinks like **Beta Lounge's \$5 "Heartache"** cocktail made of vodka, muddled raspberries, lemon juice, and club soda, **FIVE's \$9 "Change of Heart"** cocktail made from monopalowa gin, blackberry shrub, lemon juice, apricot brandy, and lavender syrup, and **La Botella Republic's \$6 "True Love Sangria"**.

The complete list of venues and exclusive drink specials include:

Beta Lounge (open at 3pm): \$5 "Heartache" (vodka, muddled raspberries, lemon juice, club soda), \$1 off draft beers & \$5 glasses of wine

Build Pizzeria: Happy Hour prices (\$3 selected beers, \$5 selected wines, \$6 selected cocktails, \$8.80 all signature cocktails, Valentine's HIS and HER cocktail special)

Bobby G's Pizzeria: \$1 off all beers and glasses of wine; \$2 off pitchers; 20% off all bottles of wine

Eureka!: \$2 off all draft beer and bottled beer (except rotating and \$3 handles) \$2 off all wine, \$2 off Buffalo Trace cocktails and Fugu Vodka by Ballast Point cocktails (excludes signature cocktails)

East Bay Spice Company: \$9 Valentine's Day cocktails, \$1 off select draft beer

Five Restaurant & Bar: \$9 Valentine's Day cocktails

La Botella Republic: \$6 True Love Sangria, \$6 Michelada con Amor

Perdition Smokehouse: \$1 off all beers, \$1 off wine by the glass

Revival Bar & Kitchen: \$1 off Special Valentine's Day cocktails

Sliver Pizzeria: 20% off all drinks (discounted to: \$4 beer, \$4.80 glasses of wine and \$5 cocktails)

Triple Rock Brewery: \$1 off Special Valentine's Day Beer – Dimmer Switch Chocolate Milk Stout

A Cupid-themed costume contest sponsored by Yelp and light-hearted themed photo scavenger hunt complete the afternoon of fun and frolic! **Participants are encouraged to dress in costume** with the chance to win a Yelp goodie bag and two tickets to a Yelp Elite event by taking a photo of their costume or team's costume, and sharing on twitter or instagram tagging with YelpEastBay with hashtags #BerkCupidCon and #TeamYourTeamName.

Photo scavenger hunt participants can win a gift card for one of the participating CupidCon bars or restaurants by taking photos of all the items on the list (handed out at the BART Plaza check-in 1-2:30pm) and sharing the photos on social media with hashtags #BerkCupidCon and #TeamYourTeamName. Participants must meet at BUILD Pizzeria at 5pm to tally their pics and claim their gift certificate. One certificate per team/individual while they last.

For complete details visit:

<http://www.downtownberkeley.com/cupidcon>

<https://www.facebook.com/events/333442110178119/?ref=22>