



Celebrate World Cocktail Week!® *Become part of a great tradition!*

World Cocktail Week® was established in order to help broaden understanding and appreciation for the cocktail and its historical and culinary significance throughout the world. It will be celebrated this year from May 6 – 13th , 2011 with fundraising events planned in cities around the world. The WCW fundraiser also serves to increase our membership, raise much needed revenue for our year-round operating, and enables us to produce our popular Monday Mixology Series.

Approved venues for World Cocktail celebrations support the museum with a tax deductible contribution. * This permits them to use the MOTAC logo and WCW seal in promotional advertising during the weeks leading up to the event, and at the event itself. **Displaying the WCW Logo and Seal confirms that your venue is recognized by the Museum for its superior crafted cocktails.** We also ask participating venues to position some of our brand sponsors. Our list of sponsors can be found at our website: <http://www.museumoftheamericancocktail.org>.



This year's World Cocktail Day Celebration in New Orleans will be held on Friday, May 13th from 6 to 9pm and will feature fabulous food, cocktails, and music from New Orleans' finest. Proceeds will go to both the Museum of the American Cocktail and the Southern Food & Beverage Museum. To purchase tickets go to: <http://southernfood.org/sofab/?p=2936>

***The Museum of the American Cocktail**TM is a 501(c)(3) nonprofit organization dedicated to providing education in mixology and celebrating the rich history of the cocktail. Through its exhibit and educational seminars, the Museum advances the profession of mixology while emphasizing the importance of responsible drinking.*

** Suggested contributions are as follows: \$250 for small business bar owners, \$500-\$750 for bar/restaurants, and \$2500 for sponsored event for 300 or more.*