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Splendido, Tucson Restaurants Host Benefit Bake Sale for Primavera Foundation

*Tucson Retirement Community, Human Rights Charity and Award-Winning Chefs
Fight Homelessness and Poverty in Southern Arizona*

TUCSON, Ariz. (Mar. 5, 2009) – Splendido, a Tucson-based resort-style retirement community, and the Primavera Foundation, a non-profit organization in Tucson that promotes economic and social justice, have partnered with some of Southern Arizona’s top chefs and restaurants for a benefit bake sale and health drive to fight homelessness and poverty in Southern Arizona. The event is taking place at Splendido, 13500 N. Rancho Vistoso Blvd., on Mar. 14, 2009 from 1-4 p.m.

Splendido is also hosting the event in order to celebrate *Aging Well Bakes!*, its first-ever recipe contest aimed at celebrating Arizona’s active, older adults and their baking talents. Adults 55 years of age and older are invited to share an original baked dessert recipe through Splendido’s contest website – www.splendidotucson.com/agingwellbakes – that brings up fond memories and inspires others to be creative in the kitchen. Submissions will be accepted until Mar. 27, 2009.

“The Tucson metropolitan area is stronger and more secure through the work of longstanding organizations such as the Primavera Foundation,” said Mark Blazer, Executive Director of Splendido. “I am proud our community is working with them and some of the best chefs our region can offer, such as Janos Wilder and our own Andy Du, to sell delicious baked goods and give all the proceeds to strengthening the lives of the less fortunate.”

Participating chefs and restaurants include:

- Karen “Spike” Ames – Executive pastry chef of Wildflower
- Pat Connors – Owner and General Manager of Pastiche Modern Eatery and Wine Shop
- Andy Du – Executive pastry chef of Splendido
- Doug Levy – Chef-owner of Feast
- Janos Wilder – James Beard Foundation award nominee for Outstanding Chef in the United States, owner of Janos and J Bar

In addition to purchasing a baked good, the public can donate health-related items that the Foundation urgently needs to make a difference in the lives of thousands of Tucson’s poorest community members, in exchange for one of the chef’s desserts. A list of suggested items can be found at www.primavera.org/donation_inkindlist.php.

The bake sale and health drive is the second initiative to help Tucson’s homeless between Splendido and the Primavera Foundation, since they formed a partnership in Sept. 2008. Both organizations are inviting the community to participate, while helping them achieve their goals of supporting healthy communities.

“We are excited about our partnership with Splendido,” said Peggy Hutchison, Executive Director of the Primavera Foundation. “With the support of Splendidido and some of Tucson’s most talented bakers and chefs we are able to support our mission at a critical time. We hope the community comes out to taste and give back.”

For more information on the Primavera Foundation benefit event or the *Aging Well Bakes!* recipe contest, e-mail agingwellbakes@splendidotucson.com or call (520) 878.2612.

ABOUT SPLENDIDO

Splendido is a joint venture of Mather LifeWays, a not-for-profit organization headquartered in Evanston, Illinois, that creates “Ways to Age Well” for older adults; and The Plaza Companies, a developer headquartered in Peoria, Arizona, that specializes in retirement community development. Opened in 2006, Splendido offers upscale resort-style living for adults 55 years and older through the 10,000-square-foot Salut  Spa & Fitness Center, indoor and outdoor swimming pools, 24-hour concierge service,

four dining venues, an 18-hole putting course, and cinema. In 2008, Splendido opened the Sonora health center, which is open to the public-at-large. To learn more about Splendido, call (520) 878.2612 or visit www.splendidotucson.com.

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