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## **2010 Scottsdale Culinary Festival Launches Mobile Website Powered by moBistro**

*Events, Exhibitors and Attendees Get the Mobile (Friendly) Treatment*

**Scottsdale, AZ (February 27, 2010)** - moBistro, a leader in mobile device technology for restaurants and culinary events, has partnered with the Scottsdale Culinary Festival in response to an ever growing trend in mobile device usage. Now entering its 32<sup>nd</sup> year, the Scottsdale Culinary Festival will offer a mobile website, powered by moBistro, providing visitors with a clean and mobile-friendly experience.

What does this mean for the Festival, its participants and attendees? In a word: Convenience. With a large portion of the population relying heavily on their mobile devices for quick, on-the-go information, a mobile website powered by moBistro provides the solution. The mobile website is easily accessible from most popular mobile devices such as Android-based phones, iPhones, iPod Touches, BlackBerry devices, Palm devices, and many more.

All Festival restaurants, breweries, chefs, events and their locations will be listed on the mobile website. The mobile website will also contain important links to parking and hotel accommodations with special Festival rate packages. Restaurants and breweries will have the opportunity and added benefit of posting festival tasting menus, chef bios and their own location information within their own branded "mini" mobile website. Content will be continually updated with the latest exhibitors and event information as the festival approaches.

The Scottsdale Culinary Festival mobile website, powered by moBistro, is up and running today. To see it in action, visit [m.scfest.org](http://m.scfest.org) or [www.ScottsdaleCulinaryFestival.org](http://www.ScottsdaleCulinaryFestival.org) from your mobile device.

To learn more about moBistro please visit [www.mobistro.com](http://www.mobistro.com).

### **About the Scottsdale Culinary Festival**

The Scottsdale Culinary Festival, produced by the Scottsdale League for the Arts, is a non-profit (501(c)3) charitable organization that raises funds for arts and arts education programs throughout Arizona. Since 2002, the League has contributed

more than \$3.2 million to numerous organizations benefiting children such as Ballet Arizona, Childsplay, Free Arts of Arizona, Greasepaint Youth Theatre, Jazz in Arizona, Phoenix Boys Choir and the Scottsdale Center for the Arts. For additional information about the League or about becoming a member or volunteer, contact SLA at 7309 E. Evans Rd., Scottsdale, AZ 85260 or by phone at (480) 945-7193. Or visit the Web site, [www.ScottsdaleCulinaryFestival.org](http://www.ScottsdaleCulinaryFestival.org).

**About moBistro**

Based in Scottsdale, Arizona, moBistro enables restaurants and culinary events to launch their mobile websites quickly, easily and affordably. Through this service, restaurant customers are able to access up-to-date restaurant and event information from anywhere using any popular mobile device. To launch your restaurant into the mobile revolution, visit moBistro at <http://www.moBistro.com> or call (480) 614-9000.

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