

**For Immediate Release
Del Mar, CA 9/2/10**



DEL MAR™
VILLAGE ASSOCIATION

P R E S S R E L E A S E

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**Smashburger Hosts Del Mar Village Association Fundraiser
Everyone Encouraged To Order The *San Diego Burger*
September 7 – September 13**

For Immediate Release

Del Mar – September 2, 2010, the Del Mar Plaza's newly opened Smashburger restaurant already has plans to give back to the Del Mar community. Known as the place for burger lovers, downtown Del Mar's newest restaurant is holding a Del Mar Village Association (DMVA) fundraiser starting Tuesday, September 7.

The eatery will donate \$1.00 to the DMVA for every *San Diego Burger* sold between Tuesday, September 7th through Monday, September 13th. With a menu offering that includes a variety of burger options including the *San Diego Burger* as well as smashchicken, smashdogs, signature salads, smashfries and additional sides, the DMVA is hoping everyone will stop by the Plaza eatery and lend their support with the purchase of a *San Diego Burger*.

"Smashburger is an awesome addition to the Del Mar Village community." Said DMVA Executive Director, Jen Grove. "With its easy-going beach vibe and a menu that will appeal to both kids and adults we are excited to have Smashburger in downtown Del Mar. We are especially appreciative of the restaurant's immediate community support by hosting a DMVA fundraiser within just a few weeks of its opening," she added.

The *San Diego Smashburger* includes a 100% beef Angus burger dressed with fresh avocado, cilantro, onion, pepper jack cheese, lettuce, tomato, sour cream, and chipotle mayo on a torta roll, along with a wedge of lime served on the side.

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Smashburger DMVA Fundraiser

Page 2

Smashburger is located at the Del Mar Plaza, street level, facing Camino Del Mar/Pacific Coast Highway.

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*The Del Mar Plaza is located at 1555 Camino Del Mar in the heart of the charming seaside village of Del Mar. Leased and managed by Madison Marquette, the Plaza is home to a variety of shops, services and restaurants, the Plaza offers something for all complete with a European market setting and an unbelievable ocean-view. For a complete listing of shops, services, restaurants and events visit www.delmarplaza.com
For leasing information please visit www.madisonmarquette.com*