

FOR IMMEDIATE RELEASE -- MUST CREDIT KALE CITY -- CONTACT: David Rees (845) 242-0926

Beacon, NY (9/6/11):

David Rees is pleased to announce the launch of www.KaleCity.com, the internet's best web site about kale.

Rees, a former political cartoonist ("Get Your War On") and the man behind ArtisanalPencilSharpening.com, captured America's imagination with the birth of Kale City while recapping America's Next Great Restaurant for GrubStreet.com:

"I've got an idea for a restaurant: KALE CITY. Basically, what we do is, we serve kale. Lots of kale. You like steamed kale? We got that. You like fried kale? Kale City's got you covered. Feel like some kale chips? Head on down to Kale City. How about kale-steamed kale in creamed-kale sauce with a side of kale? Kale City's all over that. Our motto is, "Life's too short not to eat kale every five minutes." We'll have mad crazy amounts of T-shirts with that motto and we'll be handing them out at all the hottest baseball games and kale-related activities in your community ..."

What began as a joke about restaurant franchises is now hurtling towards actuality in eleven directions at once.

To celebrate his new web site, Rees is offering a beautiful limited-edition letterpress print produced by Mike Houston of Brooklyn's Cannonball Press. (www.CannonballPress.com)

Houston's recent series of prints "Ramen Gods" was recently featured in LUCKY PEACH magazine; the entire print run sold out.

The official KALE CITY print is available in a signed, numbered edition of fifty. It can only be purchased at <http://www.KaleCity.com>.

The launch of www.KaleCity.com caught even the most obsessive "kale"-googlers by surprise when it launched on Friday, September-the-whatever-last-Friday-was.

"This is the first in a series of multi-pronged, multi-modal initiatives that will further position KALE CITY as the uncontested thought-leader in kale-based dining concepts," said Rees as he masticated raw kale leaves in an under-lit room. "My team and I are dedicated to the non-stop bludgeoning of America's consciousness when it comes to this miracle plant because God doesn't make mistakes," he added kalefully.

After drinking a glass of Merlot in two seconds, Rees went on to yell: "I'm sure once Rolling Stone movie critic Peter Travers visits KaleCity.com, he will say it's a 'non-stop rollercoaster thrill-ride that leaves you breathless before it sneaks up and floors you!'"

Rees is actively soliciting funders and chefs for Kale City.

“I’ve crunched the numbers,” said Rees, “and I’m convinced this restaurant could easily make one billion dollars per year. It’s just a matter of finding the right chef and cornering the market on kale -- I know a guy who knows someone at Goldman Sachs, so it shouldn’t be difficult.”

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