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For Immediate Release

HIGHTSTOWN RESTAURANT TO CREATE 'BIGGER AND BETTER' GIANT HOAGIE ON MEMORIAL DAY

Hightstown, N.J. (May 1, 2009) – On Monday, May 25th at 10:30 a.m., Mannino's 4 Pizza and Trattoria will unveil a 200 foot continuous giant hoagie. This second annual event will take place in conjunction with the Borough of Hightstown's annual Memorial Day Parade, beginning at 9am.

This giant sandwich will include 152 lbs of ham, 94 lbs of salami, 138 lbs of cheese, 121 pounds of tomatoes, 113 pounds of lettuce, 157 pounds of bread and 2 pounds of salt and pepper, for a total weight of approximately 777 lbs. This giant hoagie is believed to be the longest continuous hoagie ever made in central New Jersey, and will top last year's effort of a 163 foot hoagie. Slices of the giant sandwich will be given away free of charge to parade-goers and visitors in front of Mannino's restaurant at 124 Main Street, Hightstown, NJ. Donations to support the Downtown Hightstown organization will be accepted at the event.

The purpose of this event is to "celebrate Memorial Day, honor the sacrifices made by our armed forces and raise some money for the Downtown Hightstown Organization," says owner Joe Mannino. "Last year's hoagie was such a success that I had to do it again – but I wanted to do it bigger and better. Even in these tough economic times, I wanted to give back to the community, and have some fun in downtown Hightstown. Doing things like this is common where I came from in Italy. I hope a lot of people will come out to enjoy the parade and help eat this giant hoagie."

Downtown Hightstown director Ryan Rosenberg adds, "This is a great example of one business owner having an idea that will bring more attention to his individual business, and at the same time more foot traffic to our entire business district – and because of that, the entire community will benefit. Further, we will invest the donations collected that day back into the community by using them to sustain our website, www.DowntownHightstown.org, as well as to promote and fund other special events that will attract more people to Hightstown."

In addition to Mannino's, a number of other area businesses are contributing to the creation of this giant hoagie by donating ingredients and other supplies. Roma Foods and Ferraro Foods will be providing the ham and salami. Barbero Bakery of Trenton will be providing fifty percent of the bread. J&S Produce is providing all of the produce. If you would like more information on this event, or to schedule an interview with Joe Mannino, please contact him at (609) 443-6363.

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Mannino's 4 Pizza and Trattoria, a Hightstown landmark, offers a range of items including pizza, pasta, chicken, veal, sandwiches, salads, wraps, appetizers and daily lunch and dinner specials. Pick up a quick bite to eat for lunch or come into town for an evening out and dine in at the trattoria; ample seating is available. Mannino's also offers delivery and catering for special events. For more information on Mannino's 4 Pizza and Trattoria, visit: <http://www.manninos4.com/>

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Downtown Hightstown Inc. is a project of the Greater Hightstown-East Windsor Improvement Project (GHEWIP). The mission of Downtown Hightstown is to preserve and enhance the unique assets of Hightstown's downtown area, to combat community deterioration and to educate the public regarding the history, diversity and culture of Hightstown. To achieve this, we aim to improve its visual appeal and desirability as a pedestrian-friendly destination for shopping, living, working, and playing. To learn more about Downtown Hightstown, visit: <https://www.downtownhightstown.org/>