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FOR IMMEDIATE RELEASE

SAN ANTONIO RECEIVES NEW KOSHER CATERER

Simcha K kosher Catering of Dallas Texas expands into the San Antonio and South Texas Market

San Antonio, Texas-July 11, 2008-San Antonio will soon have a fulltime full service Kosher Caterer and Event Planner when Simcha K kosher Catering and Event Design, S.E.P., Inc., of Dallas, Texas, opens their second location on August 1, 2008. Simcha will be working from the Texas Hillel Facility located on the University of Texas Campus, in Austin Texas.

"I have wanted to do this for some time," explains the owner, Mr. Lowell Michelson, formerly of San Antonio, Texas, and a 1981 graduate of the University of Texas at Austin with a Bachelor Degree in Business Administration. For the past 25 years, Michelson has provided kosher catering and event planning for not only Dallas and Fort Worth, but throughout the entire state of Texas, Oklahoma and even as far away as Colorado, Kansas and Florida. "It just seems natural that I am back to service my hometown of San Antonio where I grew up and Austin where I spent my college years. Both of these communities are where my roots are and I am very happy to be working here on a permanent basis," continues Michelson.

"This opportunity could not have presented itself at a better time with all of the amazing growth and expansion happening in San Antonio. We look forward to continuing our relationship with the synagogues that we have worked with in the past, such as Agudas Achim with Rabbi Leonardo Bitran, along with their Executive director Jo Halfant and the Kashrus Supervisor Marinel Robbins. Also, Rodfei Shalom, under Rabbi Aryeh Scheinberg and Executive Director, Gina Meishar, will soon open its stunning new social hall and catering kitchen. I see boundless opportunities for its use as a wonderful venue for the San Antonio community, and it could not have come at a more opportune time with the opening of our new location. The Chabad Lubavitch of South Texas, under Rabbi Chaim Block and his wife Rivka, are also undergoing renovations and expansion of its facility. Simcha K kosher Catering (SKC) has executed many wonderful events for Rabbi Block personally and for the Chabad both locally and nationally. SKC recently catered a weeklong conference for the Jewish Learning Institute in Colorado. We also look forward to working with all of the synagogues and temples, along with the various Jewish organizations, such as the Jewish Federation, The J Campus, and all other Jewish not-for-profit organizations, and the business and social market."

"This is a wonderful opportunity for us to reach out to the rapidly growing community and to make our services more affordable and available," said Michelson. In fact, I received a very lovely accolade from the Hauser Family, following our recent catering of their son Reid's Bar Mitzvah. Mrs. Hauser stated, 'we would tell anyone how easy and stress free Lowell makes the planning...if only ya'll were based in San Antonio it would be perfect!' Michelson goes on to say, "I am very happy to be able to make this a reality because I always felt that we have missed many opportunities to cater in the Austin/San Antonio area. We hope to remove the misconception that bringing in an outside caterer would always add tremendous additional cost. I believe the establishment of our new location will integrate Simcha K kosher Catering into the local communities."

Today's consumers are typically more educated and world travelled, and have been inundated with the internet and television programming dedicated to the culinary arts and fine living. The result is very savvy clients who demands innovating food ideas, creative presentations and professional service. Simcha K kosher Catering also must maintain the laws of Kashrut, while keeping up with today's trends and client demands. Michelson has developed a company capable of mirroring these demands and high expectations, while keeping in mind the strain the current economy places on the budgets for these events. Simcha K kosher Catering looks forward to introducing this level of service to the Austin/San Antonio Market.

Simcha K kosher Catering has been serving the Jewish Community from their spacious 12,000 square-foot facility located in Dallas Texas, where Michelson brings together a team of multi-talented professionals that invent and orchestrate highly creative events. Simcha K kosher Catering offers a broad selection of services and catering for Galas, Weddings, Bar and Bat Mitzvahs and events for corporations and organizations.

The Dallas Vaad Hakashrus provides the kosher supervision for Simcha K kosher Catering under the name Dallas Kosher-DK, which is a nonprofit agency and the oldest kosher certification agency in the Southwest.

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If you would like more information about this topic, or to schedule an interview with Mr. Lowell Michelson, you may reach him by phone at 972/620-7293 or email at info@lowellarthur.com