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Great Performances Keeps the Rewards Coming Renowned Caterer Introduces Customer Rewards Program and Expands Employee Scholarships

For Immediate Release:

New York, NY (February xx, 2009) – Rewarding both their customers and employees is one of the hallmarks of Great Performances ([.greatperformances.](http://www.greatperformances.com)), the leading catering and event-planning company in New York City.

To thank customers for their loyalty, Great Performances has just introduced the **Customer Rewards Program** that will offer a host of premiums and special events exclusively to clients of Great Performances. Debuting this month and retroactive to January, clients can accrue points with every dollar spent and redeem them for a variety of rewards. These rewards include:

- 15,000 points - receive two jars of Great Performances homemade products such as Thunder Pickles and homemade ketchup from Katchkie Farm – Great Performances' privately-owned farm in upstate New York
- 20,000 points - receive a basket of in-season organic fruits and vegetables directly from Katchkie Farm
- 50,000 points - enjoy a master pastry class with a Great Performances chef in the company's SoHo headquarters.
- 100,000 points - for a day of music and lavish picnic at Caramoor's Annual Summer Music Festival for six
- 500,000 – feast with nine friends on a private dinner of delicious Tuscan-inspired food and wine at Great Performances' Mae Mae Café
- 700,000 - the ultimate cocktail party for 15 guests orchestrated by famed event designer and florist David Beahm on a midtown Manhattan rooftop

“The Rewards Program is an innovative and fun way to build customer loyalty and give a little something back to those who support Great Performances,” says Liz Neumark, the company's founder and CEO.

To reward her employees and help them further their artistic ambitions, Neumark (once a struggling artist herself) has increased the scholarships in GP's Employee Scholarship Program. Since the late 1980s, Great Performances has awarded bi-annual grants to ?# of recipients. Grants have been increased from \$1,000 to \$4000 and are awarded based on grant applications. The 2009 Scholarship Awards Reception will be held at Great Performances on March 15th. This year's judges are Katie Lee Joel, Claudia Bonn, and Tina Ramirez.

Neumark, founded Great Performances caterers over 25 years ago with the goal of helping artists, actors and performers find steady employment in the catering field while pursuing their artistic goals.

For more information about the Customer Rewards Program and the Scholarship Program or to speak with Liz Neumark, contact Harriet Weintraub [@hwpr.](#) or Stuart Cohen [@hwpr.](#)

About Great Performances

Great Performances brings consummate culinary skill and originality to the table, complemented by personalized attention to detail and exquisite service. The company founded in 1979 by Liz Neumark as a staffing resource for caterers, is now an acknowledged leader in the high profile events arena and has carved out a niche as the foodservice partner of some of the city's most prestigious cultural institutions, including Jazz at Lincoln Center, the Brooklyn Academy of Music, Sotheby's and the Asia Society. Great Performances currently has seven establishments on its café roster. For more information, visit [.greatperformances.](#)