

FOR IMMEDIATE RELEASE

Managing Matters the FAB choice for Brazen Head launch

Toronto event management company brings a night of Irish hospitality to grand opening celebrations in Liberty Village

Toronto, ON: December 10, 2007 – Brazen Head, F.A.B. Concepts newest flagship Irish pub and restaurant located in Toronto’s historic Liberty Village, celebrated its grand opening last week with a special day of entertainment and good eats in true Irish fashion. Event management company Managing Matters Inc. was responsible for organizing the day’s activities, which included presentations by the Toronto Gaelic Athletic Association; dancing by members of Maureen’s Reel Irish Dancing Group; music from Steeped in Tradition and Up All Night, and traditional Irish fare.

“Managing Matters attention to detail and excellent project execution contributed to the success of our launch event which proved to be an ideal vehicle to reach out to the surrounding community,” said Jost Rittershaus, co-owner of F.A.B. Concepts Inc.

According to Jenny Faucher, President and Founder of Managing Matters, “The folks at F.A.B. were open to innovative ideas and terrific to work with; we really see this as a wonderful partnership. We enjoyed having the opportunity to contribute on such a creative and entertaining project.”

Brazen Head is the latest addition to the FAB Concepts portfolio, which includes many of the top Irish Pubs and Restaurants in the GTA. The Liberty Village site features a number of historic oddities, including rumoured underground catacombs and spectacular chandeliers reclaimed from a local church.

With three floors, two stages, two rooftop patios and a massive kitchen, Brazen Head is the largest pub of its kind to open in the Greater Toronto Area (GTA). It offers an array of authentic Irish cuisine and culture, as well as state of the art technologies, to appeal to both the traditional and modern pub enthusiast.

Managing Matters was instrumental in developing the event program’s production and presentation, pre-event promotion, public relations and onsite event management.

About F.A.B. Inc.

F.A.B Concepts Inc. is a multi-unit hospitality company founded in 1999 that operates a number of highly successful Irish pub locations in the Greater Toronto Area including Murphy’s Law, Foggy Dew, The Pour House, Pogue Mahone, Mill Street Brew Pub, and Brazen Head.. For more information about F.A.B. Concepts Inc. visit the Brazen Head website www.brazenhead.com

About Managing Matters Inc.

Headquartered in Toronto, Canada, Managing Matters Inc. provides full-service association and event management across North America and Internationally. Event Management activities range from conferences and trade shows to corporate retreats and educational events. For more information about Managing Matters visit www.managingmatters.com.

PHOTO OUTLINE: ...

Media Contact

Kathryn Boothby, e: kmboothby@sympatico.ca c: 905-330-0943 p: 519-875-2994

