



Travel Channel's Mark DeCarlo to Host Playa del Carmen's 'Taste of Playa 2010'

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Playa del Carmen, Mexico – The Executive Committee for Taste of Playa 2010 is pleased to announce it has signed on celebrity host, Travel and Food Expert, Mark DeCarlo, to team up with local chefs in the Riviera Maya's upcoming culinary event, [Taste of Playa](#).



Mr. DeCarlo, host of the hit comedy/food show on the Travel Channel "Taste of America with Mark DeCarlo" traveled the country collecting recipes and characters for over four seasons. All the best morsels from his travels appear in his new book, "A Fork on the Road: 400 Cities One Stomach", published in September 2010 by Lyons Press which will be launched at the event November 21, 2010.

Throughout the day, Mark will be conducting a series of food demonstrations with local chefs highlighting the unique recipes of the Mexican Caribbean, signing copies of his new book and eating at over 40 participating restaurants.

"We are very pleased that Mr. DeCarlo has chosen Taste of Playa 2010 as a culinary destination for his tour." said Marketing Chairperson Michele Kinnon "We anticipate that his appearances will bring not only increased attendance for the event, but also place the Riviera Maya on the culinary map."

As he moves across North America, Mark's traveling comedy and cooking show will be chronicled in Daily Podcasts available to 60 MILLION fans via MSN and [WhereTraveler.com](#).

[Taste of Playa](#) is a community-focused culinary event that celebrates the creativity and diverse cultural influences of chefs throughout the Riviera Maya. Taste of Playa 2010 will take place on November 21, 2010, in Playa del Carmen's Parque Fundadores. The event is open to the public, with tickets and all-inclusive VIP passes available for sale on the official event website <http://www.tasteofplaya.com>. Proceeds from the event will go to a food education program initiated by the Rotary Club in Playa del Carmen that will directly benefit the children and families of the Riviera Maya.

