

Release Date: FOR IMMEDIATE RELEASE

NY State Lotto & Mega Millions Commercial Filmed at Poppy's Cafe in Rye, NY

RYE, NY -- On Tuesday May 29, 2007 Poppy's Cafe was closed for the day, a rare occasion, as the cafe only closes 2 days out of the year.

About a week ago Gerri Piovesan, owner of Poppy's Cafe, a 23-year mainstay of Rye, NY, was approached by a gentleman asking if she would be open to having a commercial filmed in the cafe. She didn't think much about it and went back to work. Several days later, the gentleman returned and confirmed that they would indeed like to shoot a NY State Lotto & Mega Millions Commercial at Poppy's Cafe on May 29th.

Rye was one of several locations scouted for the commercial, Dobbs Ferry and Mamaroneck were also being considered, but Rye was chosen because of its small town community feel and layout that was envisioned for the commercial.

Several locations were used for the commercial including, Poppy's Cafe, the Smoke Shop and several parts of Purchase Street. Poppy's Cafe and the Smoke Shop were chosen because of their old fashioned demeanor unlike any other establishments in Rye.

Gerri opened the cafe at 6:30AM and although the cafe closed her faithful customers shuffled in and out right up until shooting began, Gerri served them breakfast and coffee just like any other morning.

The crew then asked her to make a few pots of coffee, cook up five plates of burgers and grilled cheese meals as props for the commercial.

"What a great experience, everyone working on the commercial went out of their way to be courteous and respectful," said Gerri Piovesan, owner of Poppy's Cafe. "It was a lot of fun to watch the entire process and I am honored that they chose Poppy's as a location for the commercial."

The commercial is set up like a mini-musical where one song will be playing throughout. The lotto ticket is purchased in the Smoke Shop and the characters make their way to Poppy's Cafe. Along the way, characters in the scene pass each other and sing different parts of the song. It is expected to air in the fall.

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About Poppy's Café

Poppy's Café located at 27 Purchase Street in Rye first opened its doors in 1985. Its owners, Gerri Piovesan and Robert Chapterlane, were a father-daughter combination which quickly drew in customers with their charming demeanor and "get it yourself" attitude. Gerri, the sole owner since 1991, has lived and/or worked in Rye her entire life. Robert "Poppy" Chapterlane, the restaurant's namesake, grew up in Rye, went to Rye City Schools and was a Rye Police officer. Poppy passed away in 1996.

Poppy's Café has been in business for more than 28 years. Prior to owning Poppy's. Gerri Piovesan worked in Rye at Baskin & Robbins (now Subway), which was owned by her mother, Hilda Chapterlane and her aunt, Irmi Buxeder, just a few doors down from the café on Purchase Street and quickly learned how to run a first-rate business in a small community. Established in 1964 by hardworking sisters Hilda and Irmi, Baskin & Robbins had a successful 20 year run in Rye. Poppy's Café has continued that tradition to this day.

For more information about Poppy's Café – call 914-967-1544 or visit www.poppyscafe.com

Press Contact: Steve Massinello / Mass Communications Inc.
(914) 320-5455 (steve@msspr.com)