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FOR IMMEDIATE RELEASE

Niagara Icewine Festival –It's Ice Time

(St. Catharines, ON) – The 17th Annual Niagara Icewine Festival is around the corner and the time is right to plan your January getaway to Niagara. Friday January 13th, lay claim to Niagara's hottest ticket, as the Fallsview Casino Resort Grand Hall is transformed into an evening of luxury and opulence. During Icewine Unveiled, a Masquerade Gala, guests will experience Canada's largest showcase of VQA Icewines and table wines and culinary creations that are as delicious as they are beautiful.

In the Grande Hall there will be over 30 wineries showcasing close to 150 Icewines and Table wines. The Fallsview Casino Resort famed chefs are preparing five unique culinary stations to tantalize the palate along with artisanal cheese presented by the Dairy Farmers of Canada.

And to further heighten this incredible sensory experience, Inniskillin will feature this exciting aroma kit during the **2012 Niagara Icewine Festival**. Initially it will be shown at the **Xerox Icewine Gala**. It will then be showcased throughout the Gala evening where guests can try testing their own recognition of Icewine aromas. Ongoing programming will continue at Inniskillin throughout the Niagara Icewine Festival.

And to complete the night there will be the Sears Canada Silent auction and incredible live entertainment.

On January 14th, the 7th Annual Winterfest in the Square will be held in the City's Historic Market Square from 6:00 pm to 10:00 pm and will feature VQA table and wines and of course Icewine from across the Niagara Region. Culinary delights will be made available by local restaurants and chefs as well as the Dairy Farmers of Canada. Live entertainment featuring Cleveland 351 will provide the right mix of casual musical entertainment for all ages.

During the three weekends of Icewine experiences; Deborah Levy from Dairy Farmers of Canada will present six unique Niagara wine and artisanal cheese seminars. Working closely with each winery; Deborah will present cheese selections that truly complement the various winemakers' style and of course incredible Canadian Icewines.

The Niagara Icewine Festival would not be complete without the popular Discovery Pass Program where visitors can experience six unique wine pairings at local wineries. Choose from over 30 incredible Wine and Culinary experiences along the famed Wine Route. Discovery Passes are available at Festival Office or participating wineries.

For a complete listing of all Icewine Festival programming and events, visit www.niagaraicewinefestival.com.

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