

NIAGARA ICEWINE *festival*

For Immediate Release

January 12, 2010

Participate in one of Ontario's most exciting Winter Activities The 15th Niagara Icewine Festival Days Away

(St. Catharines, ON) – The 15th Annual Niagara Icewine Festival is days away from its official opening. Friday January 15th the Fallsview Casino Resort is set to host an evening of Ice and Glamour as Xerox presents the highly anticipated Icewine Gala. There will be over 100 Icewines and Table wines to choose from, Culinary wonders created by the Casino's famed chefs and live jazz entertainment. The Gala evening is a kick-off for three weekends of Icewine celebrations throughout the Niagara Region.

Visitors to the 20 Valley Winter WineFest will be able to sample over 50 wines from 29 area wineries, and this year Icewine will share centre stage with some of Ontario's best sparkling and premium VQA wines. The weekend celebration will be hosted in Jordan Village January 16th and 17th – and will allow wine enthusiasts to sip and savour from a list of specialty and reserve wines.

Throughout the three weekends of the Icewine Festival, historic Niagara-on-the-Lake will play host to the Jazz and Icewine weekends. Niagara-on-the-Lake will soon be home to the future Canadian Jazz Hall of Fame, a national centre of recognition for the great jazz musicians of Canada. On Sunday January 17, the Canadian Jazz Quartet will entertain jazz lovers at the Canadian Jazz Hall of Fame Brunch (which will also feature Icewine, of course). In addition to daily events at the Wineries of Niagara-on-the-Lake, three special weekends are planned for the town's Heritage District featuring Icewine culinary events, tasting seminars and an Icewine cocktail competition.

On January 23rd the City of St. Catharines will present the 6th Annual Winterfest in the Square. The highly anticipated Saturday evening of wine, culinary and live entertainment in Market Square has become a tradition during the Icewine Festival. "Winterfest in the Square" will be held in the City's Historic Market Square from 7:00 pm to 11:00 pm and will feature VQA table wines and of course Icewine from across the Niagara Region. A highlight is sure to be the Vineland Estates "Vice" Icewine martini. Culinary delights will be made available by local restaurants and chefs as well as the Dairy Farmers of Canada. Live entertainment featuring Mark Lalama and Tim Hicks will provide the right mix of casual musical entertainment for all ages.

The Icewine Festival would not be complete without the popular Discovery Pass Program where visitors can experience six unique wine pairings at local wineries. Discovery Passes are available at the Festival Office or participating wineries.

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

www.wineriesofniagaraonthelake.com/icejazzjanuary.html

<http://www.twentyvalley.ca/files/WinterWineFest2010.pdf>

For more information contact:

Kimberly Hundertmark

Director, Niagara Wine Festival

905-688-0212 ex.117

kimberlyh@niagarawinefestival.com