



PRESS RELEASE

February 25th, 2010 (For Immediate Release)

Niagara Wine Festival Appoints New Executive Director

(St. Catharines, Ontario) – The Niagara Wine Festival Board of Directors are pleased to announce that Kimberly Hundertmark has accepted the position as Executive Director of the Niagara Wine Festival effective February 26th, 2010.

In July 2009, Hundertmark was seconded by the City of St. Catharines, a founding partner of the Niagara Wine Festival, to manage the Fall Festival. In October 2009, her secondment was extended to include the management of the Icewine Festival.

During the period of time that Hundertmark has been with the Festival she has effectively led her team through two profitable festivals; proving that she is the natural successor for this key position.

Prior to her accepting the position with the Niagara Wine Festival she was the Tourism and Attractions Manager for the City of St. Catharines for the last five years.

The destination marketing and tourism experiences; partnered with an impressive management career with the Niagara Wine Industry (1992 to 2004), will ensure that the strategic goals of the Niagara Wine Industry and Tourism Stakeholders are achieved and that the visitor and community expectations are successfully delivered.

“On behalf of the Niagara Wine Festival Board, we are very proud to have Kimberly lead our Festival into the future and are also very pleased to recognize that she is the first female holding the Executive position at the Niagara Wine Festival. With her experience, vision and passion we have the recipe for a prosperous future.”
- **Barry Katzman**, Chair, Niagara Wine Festival.

Niagara Wine Festival Offices are located at 8 Church Street, St. Catharines, Ontario.

For more information contact: Barry Katzman, Chair, Niagara Wine Festival,
Phone: (905) 688-0212, Email: info@niagarawinefestival.com