

NIAGARA ICEWINE *festival*

For Immediate Release

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NIAGARA (ON) – Niagara's signature winter event is gearing up for memorable, exciting, and diverse wine experiences. From a gala night kick off, to cozy winery tours, to outdoor ice activities the 2010 Niagara Icewine Festival has something for everyone.

Kimberly Hundertmark, Director for the Niagara Wine Festival encourages you to, "Mark your calendar on January 15th, as the Gala launch of the 2010 Niagara Icewine Festival is not to be missed. Incredible cuisine paired with fabulous offerings from wineries across Niagara come together with a great night of entertainment at the Fallsview Casino for a truly award-winning combination."

The 2010 Discovery Passes are now on sale and offer unique wine experiences along Niagara's diverse wine route for only \$30. Taking place over 3 weekends, each winery features a distinctive take on incorporating Niagara's famed Icewine into your culinary world.

Revel in New Orleans jazz at the new Wine Education Centre, or warm up at one of the Icewine Festival events taking place in communities across Niagara; Winterfest in St. Catharines, Twenty Valley Winter Winefest in Jordan, and Winterglow in Niagara-on-the-Lake.

"The Icewine Festival is Niagara's signature winter event and has something for everyone; from family fun to romantic getaways or simply touring with a group of friends," said Hundertmark. "Our pride in this unique Niagara creation is matched only by the variety of activities and experiences available to our community and visitors from across Canada and the United States. It is the perfect showcase for an outstanding Niagara product."

For more information contact:

Kimberly Hundertmark

Director- Niagara Wine Festival

905-688-0212 ex.117

kimberlyh@niagarawinefestival.com