

# NIAGARA WINE *festival*

PRESS RELEASE

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## The Vintage Harvest Party of the Year

St. Catharines, ON – Join the Niagara Grape and Wine Festival for its 59th annual Niagara Grape and Wine Festival; September 17th through 26th, 2010. The 2010 harvest celebration is jam-packed with incredible live entertainment, seminars, parades and local VQA wine and food.

Montebello Park plays host to the annual event including the WestJet Centre Stage. Each night will be presented by a sponsor including RBC Opening Night with Canadian headliners Matt Dusk and the Great Lake Swimmers.

The WestJet Centre Stage along with Sun Media and EZ Rock 105.7 will host a roster full of new talent and local favourites, the Caverners and Nik and the Nice Guys. The musical lineup will provide something for everyone. And XM Satellite Radio will provide interactive texting on giant screens with chances to win great prizes.

The Montebello Park Wine and Food experience will present a record breaking 36 wineries along with culinary favourites. The Festival has been working with local chefs to encourage the use of fresh local products; not only to reduce our carbon footprint but also to support the local farm gate community.

In keeping with the Green theme, the Grande Parade will be titled "How Green It Is" and will be presented by our new Grande Parade Sponsors SmartCentres and Retrocom. The partnership with SmartCentres and Retrocom is one that Festival organizers have been looking forward to sharing with the community.

"SmartCentres and Retrocom are very pleased to be the Grande Parade Sponsors for the Niagara Grape and Wine Festival. Our support is in recognition of the significant contribution the wine industry makes to the economy of the Niagara Region." said Josh Kaufman, Senior Director, Land Development, SmartCentres.

The Festival would not be complete without its traditions like the 2010 Pied Piper Parade's "Niagara's Wild Things" and family activities in Grapeland; inflatables, face painting, crafts and more.

For adult comfort, check out the Canadian Food and Wine Institute All Access Lounge, presented by Fallsview Casino, where creature comforts include LCD Screens, special wine and culinary pairings by the Canadian Food and Wine Institute at Niagara College and much more. Or enjoy harvest up close and personal at wineries across the region as they present the Discovery Pass Program.

"We are very excited about the programming of this year's Fall Festival and feel that we have provided experiences that will draw visitors to our region and also honour the community's traditions." states Kimberly Hundertmark, Executive Director of the Niagara Grape and Wine Festival.

Discovery Passes and All Access Lounge tickets are \$30 each and are both available by calling the Niagara Grape and Wine Festival at (905) 688-0212 or by making an online request at [niagarawinefestival.com](http://niagarawinefestival.com)

For more information contact:

**Kimberly Hundertmark**

Executive Director, Niagara Grape and Wine Festival

**(905) 688-0212 ext.117**

**[kimberlyh@niagarawinefestival.com](mailto:kimberlyh@niagarawinefestival.com)**

**[WWW.NIAGARAWINEFESTIVAL.COM](http://WWW.NIAGARAWINEFESTIVAL.COM)**