

# Finger Lakes Wine Country Tourism Marketing Association

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**FOR IMMEDIATE RELEASE**

## FINGER LAKES WINE COUNTRY, NEW YORK

### *2010 STORY IDEAS*

- ***Family-Friendly & Affordable*** Finger Lakes Wine Country is a destination rich in activities fit for the entire family. Visitors can build their own unique experience by choosing from over 200 affordable accommodations, over 400 exciting things to do, and over 100 award-winning wineries. With this array of options, a stay in Finger Lakes Wine Country will fit any budget. Arguably the most affordable wine country destination in North America, Finger Lakes Wine Country offers visitors a world-class wine experience at a fraction of what they might spend in other regions. The average bottle of wine costs around \$15 and most winery tasting room fees are under \$5 per person.
  - ***Winter Wine Weekends*** Participating accommodations in Finger Lakes Wine Country during January 4 – March 21, 2010 are offering “stay two nights, get the third night free”. In addition guests will receive a free bottle of Finger Lakes wine and a free Palate Passport with more free items like free admission to the Rockwell Museum of Western Art in Corning, NY. Enjoy intimate experiences at wineries, restaurants and attractions.
  - ***Kids & Teens 19 & Under FREE!*** Both The Corning Museum of Glass and the Rockwell Museum of Western Art in Corning, NY offer free admission to kids and teens 19 & under.
  - ***Watkins Glen International*** Watkins Glen International (WGI) offers free admission for kids 12 and under during the Camping World Grand Prix at The Glen (IndyCar) July 2-4, 2010. Family-friendly seating is offered in the McDonald’s Kid Zone during the Heluva Good! Sour Cream Dips at The Glen (NASCAR) August 6-8, 2010.
- ***Year-Round Destination*** Finger Lakes Wine Country offers visitors five seasons of fun. Springtime, summer, fall, the holidays, and winter are all wonderful times to visit with all of the wineries and major attractions open year-round.

*escape in every sense*



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- ***Top Riesling Producing Region in North America*** Finger Lakes Wine Country, the largest wine producing region east of California, is also one of the top wine regions in North America for terroir-driven (and affordable) Rieslings. These wines have been heralded by some of the world's top wine critics including: Jancis Robinson (Master of Wine, British wine critic), Josh Greene (Editor & Publisher of *Wine & Spirits*), and James Molesworth (Senior Editor of *Wine Spectator*).
- ***Spectacular Fall Foliage*** Finger Lakes Wine Country offers some of the most gorgeous scenery around. Throw in the colors of fall amongst the rolling hills and vineyards of this lake region and you have some of the most beautiful countryside in the world. Fall harvest time is an exciting time to visit the region to take part in exciting harvest activities. Foliage change begins in mid-late September with peak between the second and third week of October.

## **FINGER LAKES WINE COUNTRY, NEW YORK**

### ***2010 SPECIAL EVENTS***

- **Twain 2010** Mark Twain Country celebrates the birth and death of Mark Twain with a year's worth of Twain-inspired events. The marquee event is April 21, 2010 when Hal Holbrook will perform his Emmy & Tony award-winning performance of *Mark Twain Tonight* at the Clemens Center for the Performing Arts in Elmira, NY.
- **GlassFest 2010** Corning, NY and The Gaffer District will celebrate the art of glass on Memorial Day Weekend, May 23-25, 2010.

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