

Finger Lakes Wine Country Tourism Marketing Association

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FOR IMMEDIATE RELEASE

FINGER LAKES WINE COUNTRY ANNOUNCES THE LAUNCH OF NEW TRAVEL MAGAZINE

Finger Lakes Wine Country travel magazine to be released in March 2011

(Finger Lakes Wine Country, NY) August 12, 2010 – [Finger Lakes Wine Country](http://www.fingerlakeswinecountry.com) Tourism Marketing Association is excited to announce the production of an editorial-style custom travel magazine publication for the 2011 tourism season in partnership with Hour Custom Publishing. *Finger Lakes Wine Country* travel magazine will deliver articles that tell the stories of Finger Lakes Wine Country, covering the many unique qualities of the region and the people who create the goods and run the services that many hold so dear.

“The Finger Lakes Wine Country story is a unique and remarkable one that deserves to be brought to life through detailed print and photography,” commented Finger Lakes Wine Country president, Morgen McLaughlin. “The *Finger Lakes Wine Country* travel magazine serves as both a travel planner and touring guide, as well as a keepsake for those who have visited the region.”

Each fresh, original story will be written by experienced journalists. The stories will provide useful information about the region’s arts, attractions, agricultural markets, wineries, and accommodations. Photo-book quality images and easy to follow maps will augment the stories. The publication will also contain several food recipes that include local ingredients like wine, cheese, and other farm-grown products. In addition to editorial, the travel magazine will boast detailed maps, an event calendar, and listings of tourism-related businesses such as accommodations, attractions, and wineries located within Finger Lakes Wine Country.

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The mission of [Finger Lakes Wine Country](http://www.fingerlakeswinecountry.com) Tourism Marketing Association is to promote economic development in Chemung, Steuben, Schuyler and Yates Counties in the State of New York, and to improve the quality of life in those counties, by supporting and improving the tourism industry.



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Hour Custom Publishing is a full-service publishing agency, providing award-winning editorial and graphic design services; results-driven advertising sales; efficient project management; high-quality pre-press and production services; and targeted distribution for clients in a variety of industries.

Finger Lakes Wine Country is an innovative marketing association representing Chemung, Schuyler, Steuben, and Yates Counties of New York State. In addition to the new travel magazine, Finger Lakes Wine Country also is responsible for the Finger Lakes Wine Country mobile travel app. The mobile app is available for iPhone and Blackberry via FLWC.mobi. Finger Lakes Wine Country boasts an engaged social media community with the largest [Facebook](https://www.facebook.com/fingerlakeswinecountry) fan-base of any wine country region in North America and a large following on [Twitter](https://twitter.com/fingerlakeswinecountry). The [Finger Lakes Travel Journal](http://FingerLakesTravelJournal.com) and the Finger Lakes Wine Country Station on [Blog Talk Radio](http://BlogTalkRadio.com) both keep fans and followers of the region informed on the latest news and events. FingerLakesWineCountry.com is the association's Web site that offers visitors to the region the ability to build, map, and print their custom-built itineraries with the Trip Builder feature.

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