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FOR IMMEDIATE RELEASE

### **Niagara Icewine Festival –It’s So Cool!**

(St. Catharines, ON) – The 19<sup>th</sup> Annual Niagara Icewine Festival is around the corner and the time is right to plan your January getaway to Niagara. Friday January 10<sup>th</sup>, lay claim to Niagara’s hottest ticket, as the Fallsview Casino Resort Grand Hall is transformed into an evening of luxury and opulence. The 2014 Xerox Icewine Gala is themed “A Bacchus Evening of Icewine and Revelry” providing guests with Canada’s largest showcase of VQA Icewines and table wines and culinary creations that are as delicious as they are beautiful.

In the Grande Hall there will be 40 wineries showcasing 150 Icewines and table wines. The Fallsview Casino Resort famed chefs are preparing five unique culinary stations to tantalize the palate along with artisanal cheese presented by the Dairy Farmers of Canada. And to complete the night there will be the Sears Canada Silent auction and incredible live entertainment.

The Niagara Icewine Festival would not be complete without the popular Discovery Pass Program. This year the program will run Fridays through Sundays for three weekends beginning January 10<sup>th</sup>. Use your pass to experience eight 8 wine and culinary pairings from 40 incredible Wine and Culinary experiences along the famed Wine Route. And for the Designated Driver, wineries will be offering a food and mocktail Discovery Pass program. Discovery Passes are available at Festival Office or participating wineries.

During the three weekends of Icewine experiences; Deborah Levy from Dairy Farmers of Canada will present six unique Niagara wine and artisanal cheese seminars. Working closely with each winery; Deborah will present cheese selections that truly complement the various winemakers’ style and of course incredible Canadian Icewines.

On January 24<sup>th</sup>, the 9<sup>th</sup> Annual Winterfest in the Square will be held in the City’s Historic Market Square from 5:00 pm to 9:00 pm and will feature VQA table and wines and of course Icewine from across the Niagara Region. Culinary delights will be made available by local restaurants and chefs as well as trendy Food Trucks. Live entertainment will provide the right mix of casual musical entertainment for all ages.

For some family fun, on Saturday, January 25<sup>th</sup>, Niagara Ice- Winemakers will challenge the CHCH Sportsliners for the Third Annual Charity Hockey Game at Meridian Credit Union Hockey Arena in Niagara on the Lake. CHCH Sportsliners include Mark Hebscher, Tim Bolen and Adam Atkinson.

For a complete listing of all Icewine Festival programming and events, visit [www.niagaraicewinefestival.com](http://www.niagaraicewinefestival.com)

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