



November 28, 2012

FOR IMMEDIATE RELEASE

Niagara Icewine Festival –It's Ice Time

(St. Catharines, ON) – The 18th Annual Niagara Icewine Festival is around the corner and the time is right to plan your January getaway to Niagara. Friday January 11th, lay claim to Niagara's hottest ticket, as the Fallsview Casino Resort Grand Hall is transformed into an evening of luxury and opulence. The 2013 themed "Ice Queen's Ball" will provide 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 over 30 wineries showcasing close to 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 has expanded to include eight unique wine pairings at local wineries. Choose from over 30 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 25th, the 8th 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 26th, Niagara Ice- Winemakers will challenge the CHCH Sportsliners for the Second 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 with Morning Co-host Annette Hamm announcing the play by play.

For a complete listing of all Icewine Festival programming and events, visit www.niagaraicewinefestival.com.

- 30 -

For more information contact:

Kimberly Hundertmark

Executive Director, Niagara Grape and Wine Festival

T: 905-688-0212 ex.117

kimberlyh@niagarawinefestival.com