



NEWS RELEASE

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Niagara-on-the-Lake Celebrates 23 Years of Hosting the Original Icewine Festival

NIAGARA-ON-THE-LAKE, ON

The Niagara-on-the-Lake Icewine Festival returns January 19 to 28, 2017.

The Niagara-on-the-Lake Icewine Festival is a celebration of all things Icewine and one-of-a-kind experiences in the heart of wine country. Presented by the Niagara-on-the-Lake Chamber of Commerce, with sponsorship from the Tourism Partnership of Niagara, the Town of Niagara-on-the-Lake and the Wineries of Niagara-on-the-Lake, there is a solid partnership in place to present memorable activities.

Back by popular demand, the Niagara-on-the-Lake Icewine Village and Icewine Cocktail Competition on Saturday, January 20 and Sunday, January 21. The most iconic event of the Niagara-on-the-Lake Icewine Festival, when historic Queen Street is transformed into an icy winter wonderland featuring extraordinary Icewines from over 20 local wineries and Icewine inspired culinary creations from the Signature Kitchens of Niagara-on-the-Lake. The Flash & Panache: Icewine Cocktail Competition also returns for its ninth year from 9 pm to 11pm Saturday evening offering signature Icewine cocktails for guests to taste as the judges muddle over which drink will win top honours.

Returning this year as the gala launch event for the Icewine weekend, an evening of '**Sparkle and Ice**' on Friday January 19th hosted in the historic Courthouse on Queen Street in Niagara-on-the-Lake. A celebration with our Icewinemakers sharing their favourite VQA wines paired with Icewine inspired dishes by Signature Kitchen Chefs. Live musical entertainment throughout the evening plus a welcome Icewine Cocktail. The evening is topped off with icewine in a glass made of ice, outdoors for the celebratory fireworks show. Tickets are \$95.

"Winter is a unique and magical time to discover Niagara's wine country and showcase one of our most cherished products, Icewine," remarked Janice Thomson, President of the Niagara-on-the-Lake Chamber of Commerce, the event organizers, "and we are excited to see the Sparkle and Ice reception returning for a fifth year, a must do event in the new year! With wineries adding sparkling wine to the selection they are showcasing, there are many reasons to celebrate the finest in Ontario wines."

In true Niagara-on-the-Lake fashion, the chefs of the Signature Kitchens are embracing Winter by hosting a unique dinner, White on Ice – outdoors in the Icewine Village – on Friday January 26. Limited to 200 attendees, this will be another memorable culinary adventure in the Heritage District, enhanced by VQA wines from the Wineries of Niagara-on-the-Lake – tickets are \$100 per person, available at www.niagaraonthelake.com. Live music, firepits and a heated outdoor dining area will create Winter memories.

But the festivities don't stop there according to the Icewine Committee Co-Chair, Andrew Niven: "We are closing out the celebrations again this year on the last weekend of the month with a true Winter Festival: Shop, Sip, Sample and Savour offers two days of culinary, VQA wine and local craft beer delights outdoors in Niagara-on-the-Lake's Heritage District with side trips inside the warm and welcoming shops," he continues, "plus the Icebreakers Comedy Festival from Thursday to Saturday evening will be a lot of laughs featuring local talent from the region."

For detailed information on events or to purchase tickets call Tourism Niagara-on-the-Lake at 905-468-1950 or visit www.originalicewinefestival.com.

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Media are welcome to take part in the Niagara-on-the-Lake Icewine Festival.

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