

# MEDIA RELEASE

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## **Festival Players teams up with local winegrowers**

**Prince Edward County, ON, (Nov 11, 2009):** Festival Players is teaming up with the Prince Edward County Winegrowers Association (PECWA) to add a bit more holiday splash to a contest running during the association's 3<sup>rd</sup> annual Wassail weekend. From November 20 - 22 local wineries will be all dressed up in the holiday spirit, encouraging people to visit locations throughout the County and inviting them to take part in the festivities. And there are prizes to be won.

"We really like the Wassail event. We've participated before and found it such a warm and friendly experience. This year they're running a fun contest where guests can take their Wassail brochure around like a passport and get it stamped at the individual wineries. If you visit a minimum of three wineries you can enter to win a great prize package that includes a nice selection of County wines. We've added a couple of Flex Passes to the 2010 season to that package," says Sarah Phillips, Artistic Director of Festival Players. "We're thrilled that this kind of off-season activity is making headway. Look at Countylicious – restaurants fully booked on a Tuesday in November? That's fantastic. Festival Players plans to expand into the shoulder season over the next couple of years and the more engaging and exciting opportunities available at those times of year the better."

Wassailing is an ages old tradition. As the harvest comes to a close (and, in the County, as they hill up the vines for the winter season), winegrowers (and winedrinkers!) whoop it up, make music for the harvest, pour out 'lamentations to the gods' (by pouring wine into the soil in the vineyards) and generally toast to good health and good crops. Visitors to the various wineries and cideries can sample, shop and enjoy holiday themed treats and activities.

More information about Wassail can be found at [www.thecountywines.com](http://www.thecountywines.com). Anyone interested in partnering with Festival Players around events in the 2010 season can contact Sarah Phillips at [sarah@festivalplayers.ca](mailto:sarah@festivalplayers.ca).

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Contact: Sarah Phillips, Festival Players of Prince Edward County  
613.399.5677 [sarah@festivalplayers.ca](mailto:sarah@festivalplayers.ca)