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2008 WINTERFEST TO “JAZZ UP” LONG ISLAND WINE REGION

Hauppauge, NY - “JAZZ ON THE VINE” will be the theme of the 2008 Long Island Winterfest, which will run from February 8 to March 9 across the East End. The program will feature local jazz musicians performing at winery tasting rooms every weekend afternoon over the five-week period. The musical calendar will be supplemented by special offers and promotions at businesses and cultural venues throughout the region.

The 2008 Winterfest events are being organized by the Long Island Wine Council, the East End Arts Council, Suffolk County Department of Economic Development, the Long Island Convention and Visitors Bureau and American Express.

The Winterfest was conceived in 2006 to generate increased business on the East End during the slowest part of the year by promoting a calendar of activities and specific offers. The program has grown over the past two years to include many businesses, but this will be the first time that the promotion is adopting a particular musical theme.

According to Steve Bate, executive director of the Wine Council, “Wine and jazz is a natural match that will appeal to a large audience in the New York metropolitan area, across Long Island and into New England. The idea of sampling our great wines in our warm tasting rooms while listening to some cool music should appeal to many people looking for fun and interesting winter weekend destinations.”

“The East End Arts Council is pleased to play a supporting role again in the upcoming Winterfest 2008”, says Pat Snyder, EEAC Executive Director “We look forward to providing opportunities to our area jazz musicians to perform in the festival.” The organizers already have some fourteen different jazz musicians or groups signed up to participate, along with area hotels and businesses offering special rates and promotions.

The Long Island Convention & Visitors Bureau and Sports Commission (LICVB&SC) is the official tourism promotion agency for the destination’s travel and tourism industry. Based on Long Island in Hauppauge, NY, the LICVB&SC contributes to the economic development and quality of life on Long Island by promoting the region as a world-class destination for tourism, meetings and conventions, trade shows, sporting events, and related activities. For more information about Long Island, please contact the Long Island Convention & Visitors Bureau and Sports Commission by calling 1-877-FUN-ON-LI or visit www.discoverlongisland.com

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