



NEWS RELEASE

FOR IMMEDIATE USE

Winemakers Trade Skates for Winemakers Boots To Raise Funds for Local Charity, Red Roof Retreat

NIAGARA-ON-THE-LAKE, ON (January 24, 2012) The **Niagara-on-the-Lake Icewine Festival** concludes with Niagara-on-the-Lake's first Icewine Cup. Originally intended to be Winemakers on Ice, a **Ball Hockey Tournament** is now planned in consideration of the forecasted weather for the week. The tournament takes place **Saturday, January 28, 2012 from 2 pm to 4 pm at Ravine Vineyard Estate Winery** (Ravine). The entire community is encouraged to come out and cheer on the local winemakers as they battle for the coveted trophy.

A range of culinary delights will fuel the fans in the stands erected just for the event. The Wineries of Niagara-on-the-Lake will be on hand pouring a selection of vintages and hot chocolate will be available for younger fans to enjoy. Niagara-on-the-Lake Icewine Festival touques will be available for purchase at \$10 each with profits from the sales donated to Red Roof Retreat.

"To be honest, I think some of the winemakers will be a little relieved to discover they will be playing ball hockey on dry land rather than ice hockey," remarks Andrea Kaiser, Niagara-on-the-Lake Icewine Festival chair, with a smile. "They are looking forward to supporting such a great charity."

The Niagara-on-the-Lake Icewine Festival, presented by Tourism Niagara-on-the-Lake, **Wineries of Niagara-on-the-Lake** and Signature Kitchens of Niagara-on-the-Lake, began January 1, 2012. Events take place daily at the Wineries of Niagara-on-the-Lake and the Signature Kitchens of Niagara-on-the-Lake until January 31, 2012. The entire town of Niagara-on-the-Lake comes together during the annual celebration. **Niagara-on-the-Lake was ranked the #1 Food and Wine Destination in Canada by TripAdvisor** in Fall 2011.

"The Icewine Festival has blossomed into a diverse range of activities," says Janice Thomson, executive director, Niagara-on-the-Lake Chamber of Commerce & VCB, "Winemaker dinners, outdoor tastings and now a ball hockey game featuring winemakers, are all welcome additions to the outstanding wine and culinary offerings available every day of the year."

Learn more about the Niagara-on-the-Lake Icewine Festival by visiting www.niagaraonthelake.com and www.wineriesofniagaraonthelake.com.

Every day the Wineries of Niagara-on-the-Lake welcome guests into wine country to savour the richness of the region and to experience the 28 distinct wineries, each with its own personality reflected in the wines they craft. The members of Wineries of Niagara-on-the-Lake are: Cattail Creek, Château des Charmes, Colaneri, Coyote's Run, Diamond, Hillebrand, Hinterbrook, Ice House, Inniskillin, Jackson Triggs, Joseph's, Konzelmann, Lailey, Maleta, Marynissen, Niagara College, Palatine Hills, Peller Estates, Pillitteri, PondView, Ravine, Reif, Riverview, Southbrook, Stonechurch, Stratus, Strewn and Sunnybrook Farm. Visit www.wineriesofniagaraonthelake.com. Follow the Wineries of Niagara-on-the-Lake on Twitter [@NiagaraWine](https://twitter.com/NiagaraWine) or find us on Facebook at www.facebook.com/wineriesofniagaraonthelake.

Tourism Niagara-on-the-Lake is the marketing division of the Niagara-on-the-Lake Chamber of Commerce & VCB, representing over 500 businesses in the town. With partners in accommodation, dining, wineries, attractions and general services, Tourism Niagara-on-the-Lake is able to present unique events throughout the year that inspire return visitation. Visit www.niagaraonthelake.com or call 905.468.1950 for more information.

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Media are welcome to participate.

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