

h i g h l a n d p a r k  
*Lilac Festival*

may 14-23, 2010

**PRESSRELEASE**

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**For Immediate Release**

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## Under “The Big Top” Events!

**ROCHESTER, NY** — The Lilac Festival is offering more events under the Big Top Tent that sits on the corner of Highland and South Ave., during the week this year! Two new events have been added to the calendar including one high-end networking event!

**On Monday, May 17** – Genesee Regional Bank “**Business ROC’s Lilac**” presented by *Rochester Business Journal* and *Frontier Communications*, will feature a high-end networking event during the Lilac Festival. Event participants will be able to rub shoulders with 300 professional associates in the business industry within Rochester. This event is for decision makers and will be ticketed. Event will run from 4-7pm

**On Tuesday, May 18** – “**Lilac’s ‘n Bubbles**” will feature wineries from NYS sampling bubbly wine. Participants will be able to hear from the three most honored wine enthusiasts in the area; **Donna M. Schlosser-Long**--Upstate NY Wine & Spirits Consultant, **Holly Howell** and **Lorraine Hems**. Event will run from 4-7pm.

**On Wednesday, May 19** –WROC/FOX “**As Seen on TV**” will feature exhibits from different vendors that are seen on TV. This is a must see! Event will run from Noon – 7pm.

**On Thursday, May 20** – “**Farmers Market**” will again offer wine tasting and food sampling. More than a dozen New York State Wineries will be on hand. Joining the wineries will be several regional food vendors offering tasty treats to sample and purchase. There will be a small admission charge this year that includes a sampling glass and all of the samples. Event will run from 12-7pm.

Major sponsors include: Sam’s Club, *Democrat and Chronicle*, WROC TV 8/FOX Rochester, Labatt’s, McDonald’s of the Greater Rochester Area, Monroe Ambulance, MedVed, Casa Larga, Nick Tahou Hots, the Radisson Hotel and Home Depot.