

## **FOR IMMEDIATE RELEASE**

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### **16<sup>th</sup> Annual Livermore Wine Country Festival Grows from “Reel to Reel”**

The 2007 Livermore Wine Country Festival, to be held on May 5<sup>th</sup> and 6<sup>th</sup> in the newly revitalized downtown Livermore has grown from “reel to reel”...from the Vine Cinema to the new Livermore Cinema, that is! The festival, which boasts an attendance of over 100,000 people over the course of two days, will stretch along First Street from the Vine Theater all the way down to Maple including the new Livermore Cinema and Livermore Valley Plaza. Over 25 of the Livermore Valley’s finest wines will be represented at the event including John Christopher Cellars, Concannon Vineyard, The Singing Winemaker, Page Mill Winery, Garré Winery and the La Rochelle Winery. This year local microbrews, including Schooners from Antioch, will also be featured giving beer connoisseurs the opportunity to discover a new brew! Wine and olive oil education will be given at the Lifestyle Pavilion and local olive oils will be available to taste and for sale. Second Street from L to N will be filled with kids activities and fun. This year’s festival will be alive with music all over the event with live music at Blacksmith Square, J Street, the Flagpole Plaza as well as on the Main Stage. The Main Stage, located at First and N Street, will feature local bands including Moreality and The Gabriel Duffin Band. Our Main Stage headliner on Saturday night is the pop rock jam band, Easton Ashe from Phoenix. The downtown Livermore restaurants and stores will be adding to the festivities with everything from a kids fashion show to local art exhibits to live music. For a complete listing of festival activities visit our website at [www.livermoredowntown.com](http://www.livermoredowntown.com). The Livermore Wine Country Festival is produced by Livermore Downtown Inc. a non-profit 501(c)3 dedicated to revitalizing Downtown Livermore. The festival is sponsored by the City of Livermore, NBC11, The Independent, Comcast, Kitchenworks, Bay Area MINI Dealers, Arroyo Crossing: The Collection by O’Brien Homes, The Livermore Valley Tennis Club, Accounting Solutions, Courtyard by Marriott, Wachovia, Campo di Bocce, Carl’s Jr. and Coca-Cola. The Livermore Wine Country Festival will be held on Saturday, May 5<sup>th</sup> from 10AM – 6PM and on Sunday, May 6<sup>th</sup> from 10AM – 5PM on First Street in Downtown Livermore from Maple to P Street and on Second Street from L to N Streets. Pre-Sale glasses and tickets are available through our website at [www.livermoredowntown.com](http://www.livermoredowntown.com). First 500 online glass and ticket sales receive a FREE wine holder!!! For more information contact Livermore Downtown Inc. at (925) 373-1795 or visit our website at [www.livermoredowntown.com](http://www.livermoredowntown.com).