

**FOR IMMEDIATE RELEASE**

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**17<sup>th</sup> Annual Livermore Wine Country Festival Celebrating 125 Years in Livermore Wine Country with the Wente Family**

The 2008 Livermore Wine Country Festival, the Tri-Valley's premier festival will be held on May 3rd and 4th in the newly revitalized downtown Livermore. Join Livermore Downtown Inc. in celebrating 125 Years in Livermore Wine Country with the Wente Family. 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 Valley Plaza and The Bankhead Theater. Thirty of the Livermore Valley's finest wines will be represented at the event including John Christopher Cellars, Concannon Vineyard, Page Mill Winery, Garré Vineyard and Winery, Retzlaff Winery and Wente Vineyards. This year local microbrews, including Lagunitas Brewing Company, EJ Phair Brewing Company and Schooners Brewery will also be featured giving beer connoisseurs the opportunity to discover a new brew! The Wente Family Presents ***The Lifestyle of the Livermore Valley Wine Country*** at the Lifestyle Pavilion with presentations by Eric Wente, Fourth Generation Winergrower, Karl Wente, Fifth Generation Winegrower and much more. Second Street from K to N will be filled with kids activities and fun. This year, the whole family can be entertained at the Family Entertainment Stage sponsored by Marcel Orthodontics and Woopsiedaisy Toy Shop. The stage is located on J Street between First and Second Streets and features well known kids acts such as "Scientific Jam" and "The Hipwaders". This year's festival will be alive with music with local musical talent at two stages, located on Livermore Avenue across from Blacksmith Square and on First Street next to the Vine Center. The stages will feature local bands including Moreality and Papa's Garage. The boutiques and restaurants of downtown Livermore invite you to visit them to learn why downtown Livermore has become the choice shopping and dining district of the valley! For a complete listing of festival activities visit our website at [www.livermoredowntown.com/winecountryfestival](http://www.livermoredowntown.com/winecountryfestival).

**Discounted glasses and tokens are available for PRE-PURCHASE ONLINE through our website at [www.livermoredowntown.com/winecountryfestival](http://www.livermoredowntown.com/winecountryfestival).**

**\$5 Discount on Wine and Beer Packages at the event for Downtown Club Members. For more information on the Downtown Club Program, visit [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, Wente Vineyards, Kitchenworks, Guaranty Bank, ValleyCare Health Systems/Lifestyle Rx, Marcel Orthodontics, Signature Properties, The Independent, Comcast, Movin 99.97, Accounting Solutions, Waste Management, Ising's Culligan Water, Coca-Cola and Woopsiedaisy Toy Shop/All About Me Kids Salon.

The Livermore Wine Country Festival will be held on Saturday, May 3<sup>rd</sup> from 10AM – 6PM and on Sunday, May 4th from 10AM – 5PM on First Street in Downtown Livermore from Maple to P Street and on Second Street from L to N Streets. Free Admission, Free Parking outside the event. There is no outside alcohol permitted within the event. No animals, no dogs, no bicycles, no skateboards allowed within the event.

For more information contact Livermore Downtown Inc. at (925) 373-1795 or visit our website at [www.livermoredowntown.com/winecountryfestival](http://www.livermoredowntown.com/winecountryfestival).