

FOR IMMEDIATE RELEASE
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Contact: Rachael Snedecor, CEO, Livermore Downtown Inc. 925-373-1795

18th Annual Livermore Wine Country Festival : A Great American Experience
Celebrating Livermore Downtown's 2009 Great American Main Street Award from the
National Trust for Historic Preservation

The 2009 Livermore Wine Country Festival, the Tri-Valley's premier festival will be held on May 2nd and 3rd in the Nationally Acclaimed downtown Livermore. Join Livermore Downtown Inc. in celebrating its designation as the 2009 Great American Main Street Award winner. See National Trust Press Release Attached. The festival, which boasts an attendance of over 120,000 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, Page Mill Winery, Garré Vineyard and Winery, Big White House, John Evan Winery, and Mitchell Katz Winery. This year local microbrews including Lagunitas Brewing Company and Schooners Brewery, will also be featured giving beer connoisseurs the opportunity to discover a new brew! Second Street, sponsored by Marcel Orthodontics will be filled with Kid's activities from K to N Street. J Street Jam will take place on J Street between First and Second Street, with Tricycle Races for Dad and lots of fun for the kids and is sponsored by Woopsiedaisy Toy Shop. 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 Salsa with El Desayuno , rocking tunes with the CoverGirlz and much, much, more. 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.

Discounted wine and beer packages are available for PRE-PURCHASE ONLINE through our website at 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.

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, ValleyCare Health Systems/Lifestyle Rx, Marcel Orthodontics, The Independent, Comcast, Movin 99.97, Accounting Solutions, Waste Management, Ising's Culligan Water and Coca-Cola.

The Livermore Wine Country Festival will be held on Saturday, May 2nd from 10AM – 6PM and on Sunday, May 3rd 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 and 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.