

FOR IMMEDIATE RELEASE

Jessamine County, Kentucky

2-27-08

Contact: Mollie McClure 859.887.9901

“Toyota on Nicholasville and Chrysler Dodge Jeep on Nicholasville announce support of 2008 Kentucky Wine & Vine Fest”

Toyota on Nicholasville and Chrysler Dodge Jeep on Nicholasville announced today that they will be the first-ever title sponsors of the Official Kentucky Wine & Vine Fest in historic downtown Nicholasville. The festival will be held Thursday -- Saturday on the second weekend of May (5/8 – 5/10).

“We are proud to serve as title sponsors of an event that brings thousands to Nicholasville and Jessamine County,” said Toyota on Nicholasville Manager Dave Conley. Through the title sponsorship, Toyota on Nicholasville and Chrysler Dodge Jeep on Nicholasville will present \$15,000 to Nicholasville NOW!, the non profit organization that promotes the historic preservation and revitalization of historic downtown Nicholasville. “Through our support of Nicholasville NOW! and the Kentucky Wine & Vine Fest, we’re able to support a number of worthy Nicholasville events and programs,” said Conley. “It really is a great opportunity to make a significant contribution to the community.”

Now in its fifth year, the 2008 festival will add several elements to its already exciting lineup of events, including a Commercial Wine Making Competition (presented in partnership with the support of the Kentucky Grape and Wine Council) and a Kentucky Wine Country Bus Tour (presented in partnership with WineTutor.com) that will take wine enthusiasts on a fun and informative “vine to winery” tour of vineyards and wineries in several Kentucky counties. Both additions to the festival will “significantly increase” the festival’s support and celebration of agri-tourism in Kentucky, as well as Nicholasville NOW!’s work to ensure that downtown Nicholasville continues to be a beautiful, thriving community, according to Jessamine County Extension Agent and Nicholasville NOW! President Rob Amburgey.

Last year’s introduction of a fine arts festival poster will be continued in this year’s lineup, but with a twist: instead of commissioning one artist to create the poster, this year, the festival committee has authorized a statewide fine arts competition with a \$250 prize to the artist who submits the winning design. Deadline for submissions is 3/27.

Established festival favorites include: the Grape Growers Barbeque and Dance (5/8) at the RJ Corman Hangar, a Kentucky Wine & Vine Fest Golf Tournament at Connemara Golf Course (5/9), and the Wine Social Dinner and Dance (5/9), held this year at Chrisman Mill Winery and Vineyards. On Saturday, 5/10, festival activities include Cooking with Wine Demonstrations by renowned local chefs, a “Run for the Merlot” competition, and an International and Domestic Wine Tent as well as a Kentucky Wine Tent. The Kentucky Wine Tent will offer tastings from approximately 12 Kentucky vineyards and wineries.

With a first-ever title sponsorship in hand, support of the Kentucky Grape & Wine Council, and several new events planned, festival organizers expects this year’s Kentucky Wine & Vine Fest to be “an even nicer event than last year,” said Butch Mellot, festival chairperson. “Because this is such an important and first class event, we’re also expecting several other new sponsors this year,” he added. Other 2008 festival sponsors that have already signed up include: Lexington Clinic, Nicholasville Tourism, Town Square Bank, Kentucky Bank, MedShoppe Medical, Kentucky Monthly, Cincinnati Magazine, Chrisman Mill Winery and Vineyard, eSign and Graphics, Elk Creek Winery, Isenhour Incorporated, Rogers Retreats with Gift Baskets Galore and Gourmet Goodies.

Tickets for the Grape Growers Barbeque at the RJ Corman Hangar are \$15. Tickets for the Kentucky Wine & Vine Social Dinner and Dance at Chrisman Mill Winery and Vineyard are \$50. Kentucky Wine Country Bus Tour tickets are \$65. Tickets and information are available at www.kywineandvine.com or by calling Tonya Coleman, executive director of Nicholasville NOW! at (859) 881-3820.