



FOR IMMEDIATE RELEASE

New Hartford: The New Location For The Taste!

NEW HARTFORD, Conn. (Jun. 13, 2011) – A Taste of The Litchfield Hills is moving its 26th annual event to a new location at Ski Sundown on Labor Day Weekend, Sept. 3-5, 2011.

Connecticut's oldest food and wine festival was held for many years at a Litchfield winery and then last year at Lime Rock Park in Lakeville. Since 1985, the event has annually attracted thousands of guests to sample fine fare prepared by chefs from local restaurants, inns and bistros.

"We're very excited to attract this festival to New Hartford, which will generate significant economic activity for our town," said Bob Switzgable, owner of Ski Sundown and a member of the town's Economic Development Commission.

The festival has generated more than an estimated one million dollars in annual direct spending in Litchfield County, based upon data from the Connecticut Commission on Culture and Tourism and the Connecticut Center for Economic Analysis.

According to Mr. Switzgable, First Selectman Dan Jerram was instrumental in helping to attract the festival to relocate to New Hartford.

"Dan and I persuaded the event organizers that New Hartford was easily accessible from many populated areas by Routes 8, 44 and 219, plus that Ski Sundown would offer a site with plenty of parking, indoor rest rooms and of course a breathtaking view of The Litchfield Hills," said Mr. Switzgable.

"Our spacious grounds will also allow the festival to continue with its tradition of spotlighting the region's outstanding food and wine, plus offering live musical entertainment and an outdoor marketplace featuring artisan crafts, gourmet food products and unique gifts.

More information on the festival is available at www.LitchfieldFestivals.com.

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About A Taste of The Litchfield Hills

Since 1985, A Taste of The Litchfield Hills has annually attracted thousands of guests for a sampling of the region's food and locally-produced wine, plus live entertainment and upscale shopping. More Info: www.LitchfieldFestivals.com

About Ski Sundown

Established in 1963, Ski Sundown offers great New England skiing and snowboarding — both day and night — surrounded by all the breathtaking and beauty and natural charm of The Litchfield Hills. More Info: www.SkiSundown.com

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