

For Immediate Release
January 13, 2009

**PLAYHOUSE WINE FESTIVAL
ANNOUNCES PRESENTING SPONSOR
ON EVE OF TICKETS ON SALE**

In Short:

The 31st annual Vancouver Playhouse International Wine Festival salutes The Shore Club as the new Presenting Sponsor of the 2009 festival, which runs March 23-29 at the Vancouver Convention and Exhibition Centre and venues across the city. Tickets for all consumer events go on sale January 27, 2009, at 9:30am.

In Full:

Vancouver, BC.....After an extensive search for the perfect pairing, the **Vancouver Playhouse International Wine Festival** is pleased to announce that **The Shore Club** have come on board as the presenting sponsor of the 2009 Wine Festival.

The Vancouver Playhouse International Wine Festival is widely regarded as the best consumer wine show on the continent and is an annual stop on the international wine tour for many of the world's most prestigious wineries. The 2009 Wine Festival takes place **March 23-29** and will feature **183 wineries from 15 countries serving more than 1700 wines at 61 events** across the city. Approximately 25,000 consumers and trade professionals are expected to attend the festival, which will highlight the wines of British Columbia as the theme region and Pinot(s) as the global focus.

"This is the largest showcase of British Columbia wineries ever at an international festival, and we're looking forward to sharing their dynamic story of growth and excellence with the wine world," says executive director Harry Hertscheg. "And with a record 1,700 wines and 61 events in all, we'll have tastes and happenings that will excite every wine lover."

Consumer tickets for the 2009 Playhouse International Wine Festival go on sale Tuesday, **January 27 at 9:30am**. Tickets for trade events go on sale Tuesday, **February 3, at 9:30am**. All tickets are available through the Playhouse Box Office, 604.873.3311, with select events available online at PlayhouseWinefest.com. In 2008, 10 events sold out on the first day of ticket sales. Earlybird tickets and pricing for the International Festival Tasting Room and other selective events closes on January 15.

The Shore Club's involvement marks the first of a three-year partnership with the Playhouse Wine Festival. "Wine represents a key element in the hospitality we extend to our guests at The Shore Club, so it gives us particular pleasure to support this prestigious North American wine festival," explains David Aisenstat, the Shore Club's proprietor. "As well, the Playhouse Wine Festival gives us all a chance to celebrate and support the Playhouse Theatre Company as it enters an exciting time in its history, with an energy and creativity that we all enjoy."

The Playhouse Wine Festival is the largest single fundraiser for the Playhouse Theatre Company, raising more than \$6.3 million for the company since 1979. "The Playhouse Wine Festival provides a significant contribution to our bottom line," says Playhouse Artistic Managing Director Max Reimer, "allowing the Playhouse to continue its world-class work on the stage and

to develop educational and outreach programs for the community. We are extremely grateful to David Aisenstat for his support of both the Wine Festival and live theatre in Vancouver.”

Daniel Zepponi, BC Wine Institute Director and President of Mission Hill Family Estate Winery says, “We are very happy to see the Shore Club become part of the 2009 Playhouse Festival. This reflects the many years the restaurant trade in this city have supported the British Columbia wine industry and helped it to become the quality producing region it is today. We are extremely proud to showcase BC wines on the global stage of the Vancouver Playhouse International Wine Festival as its 31st theme region, and welcome visitors to come and see how BC wines have come of age.”

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