



VANCOUVER PLAYHOUSE
INTERNATIONAL
WINE FESTIVAL 
April 19-25, 2010



FOR IMMEDIATE RELEASE

ADVANCE TICKETS TO CANADA'S PREMIER WINE EVENT ON SALE NOVEMBER 24TH

Give the gift of wine with tickets to some of the Playhouse Wine Festival's most popular events

Vancouver, BC, November 9th, 2009 – On Tuesday, November 24th, the Vancouver Playhouse will release 1000 advance tickets to the 2010 International Wine Festival. The tickets will offer wine-savvy consumers a unique opportunity to purchase discounted festival packages and Tasting Room tickets just in time for the upcoming holiday season. All public events will be on sale as of February 2nd.

Of the 1000 advance tickets that will be released, 30 will be allotted to the exclusive Gold Pass Lounge, 30 to the New Zealand & Argentina Discovery Package with the balance to the International Festival Tasting Room. With this year's Festival already approaching an unprecedented participation of 196 wineries pouring more than 1700 wines and spanning 14 countries, attendance is expected to surpass more than 25,000 thirsty wine enthusiasts. Advance Tasting Room tickets will be available for purchase online at www.playhousewinefest.com. All advance tickets and packages are also available through the Playhouse Box office at 604.873.3311.

The Advance Tickets & Packages include:

INTERNATIONAL FESTIVAL TASTING ROOM

Housed in the new Vancouver Convention Centre West, this year's Tasting Room will feature over 700 wines from almost 200 producers spanning 14 countries, including theme regions Argentina and New Zealand. With summer just around the corner, this is also a wonderful

opportunity to sample your way through the festival's global focus of Rosé while satisfying your senses with a remarkable showing of international talent.

Advance \$80
Regular \$89

GOLD PASS

Enjoy VIP treatment with our Gold Pass, which offers incomparable access to the Festival. This pass includes three evenings in the International Festival Tasting Room, two afternoons at the Trade Tasting sessions (where you'll rub elbows with Vancouver's top sommeliers and restaurant owners), admission to the exclusive Curtain Raiser VIP reception (by invitation only), and weekend entry to the exclusive Gold Pass Tasting Lounge.

Advance \$375
Regular \$395

NEW ZEALAND & ARGENTINA DISCOVERY PACKAGE



A Celebration of Passion!

Argentina and New Zealand are two distinct and unique wine countries producing some of the finest wines in the world. This is a unique opportunity for ticket holders to enjoy the culture and food of these diverse countries over a grazing lunch, all paired with one of the largest selections of Argentina and New Zealand wines outside of the main festival tasting hall.

Big Sky Party & Grill

The New Zealand & Argentina Discovery package also includes tickets to the wildly popular Big Sky Party & Grill - a causal BBQ-style evening at Monk McQueens with spectacular live entertainment and the diverse wines of Argentina and New Zealand to take you through the evening.

International Festival Tasting Room.

Also included in the price of the New Zealand & Argentina Discovery package is an evening session in either the Thursday, Friday or Saturday International Festival Tasting Room.

Advance \$200
Regular \$247

About the Playhouse Wine Festival

The Vancouver Playhouse International Wine Festival, Canada's premier wine show, runs from April 19 to 25, 2010. The Playhouse Wine Festival is one of the biggest and oldest wine festival events in the world. The featured theme regions for 2010 will be Argentina and New Zealand with the global focus of Rosé. The festival features a week of special events including a gala auction, wine seminars, wine minglers, winery dinners, lunches and brunches at fine restaurants and hotels. The Playhouse Wine Festival is produced by the Vancouver Playhouse International Wine Festival Society, which has three mandates: provide an informative, educational and entertaining wine experience for consumers and trade; be a premier

marketing opportunity for the wine industry and festival partners; and raise funds for the Playhouse Theatre Company. Since its inception in 1979, the festival has raised over \$6.8 million to enable Western Canada's leading theatre company to mount 209 productions and develop extensive community outreach and educational programs.

The Shore Club generously presents the Vancouver Playhouse International Wine Festival. The Playhouse Wine Festival is sponsored by Wines of Argentina, New Zealand Wine, BC Liquor Stores, The Vancouver Sun, Vancouver Magazine and WineAccess.

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