



**NEW PALTZ REGIONAL CHAMBER OF COMMERCE
NEWS RELEASE**

For Immediate Release:

****DIGITAL HIGH RESOLUTION IMAGES AVAILABLE UPON REQUEST****

Contact: Christine Crawfis
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**New Paltz Regional Chamber of Commerce to Host
19th Annual TASTE OF NEW PALTZ**

New Paltz, NY – A delicious Hudson Valley tradition continues this September with the **19th Annual Taste of New Paltz**, to be held on Sunday, September 13, 2009 from 11am – 5pm at the Ulster County Fairgrounds on Libertyville Road, New Paltz, New York. Advance admission is only \$3 and admission on the day of the Taste is only \$5; children under 12 admitted free. \$2 and \$3 “tastes” are offered at each of the food and beverage venues. A limited number of \$20 advance ticket packages – including admission, 10 food tickets and an 19th Annual Taste of New Paltz T-shirt – are available at the Chamber office. Advance tickets are available until Wednesday, September 9. For more information or to purchase advance admission call 845-255-0243, e-mail info@newpaltzchamber.org, or visit the Chamber in person at 124 Main St., New Paltz.

The Hudson Valley’s renowned wine and cuisine are on display with Taste of New Paltz, the flavorful annual opportunity to sample generously portioned samples of the best mouth-watering fare from the region’s finest restaurants, caterers and farm markets and delicious wine from the best Hudson Valley wineries, all in a single day.

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While food is the primary focus of the event, Taste of New Paltz also offers a variety of fun activities for the whole family, including Kids' Expo (Radio Disney performers, dunking booth, face painting, free balloons and giveaways), Artistic Taste (paintings, drawings and photography by local artists), Craft Expo (handcrafted jewelry, ceramics, and other handmade items), Business Expo (area businesses and services, plus "The Great Giveaway" raffles), The Country Store (packaged edibles for sampling and for purchase), and Wellness and Recreation Expo (health, fitness and recreation information and demonstrations). Live music will be performed throughout the day.

Held rain or shine, Taste of New Paltz is the New Paltz Regional Chamber of Commerce's major fundraiser of the year. Proceeds benefit the Chamber and its community projects. The New Paltz Regional Chamber of Commerce, with more than 700 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Mid-Hudson Valley Region.

Proud sponsors of the 19th Annual Taste of New Paltz include: **Hudson Valley Magazine, Chronogram, Cumulus Broadcasting of the Hudson Valley** and **Time Warner Cable** (Media Sponsors); **Central Hudson Gas & Electric Corp.** (Ticket Sponsor); **Hampton Inn-Kingston** and **The Kempner Corporation** (T-Shirt Sponsors); New Paltz Police Benevolent Association (Kids Expo Sponsor). Programs and services of the Chamber are made possible, in part, by the support of its Corporate Partners for 2009: **Brinckerhoff and Neuville Insurance Group** (Associate Partner); **Health Quest** and **Ulster Savings** (Supporting Partners).

Members and visitors are welcome at the Chamber's Visitor Center, located at 124 Main Street in New Paltz. For more information about Chamber programs and Visitor's Center hours of operation, visit www.newpaltzchamber.org or call the Chamber at (845) 255-0243.

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Fact Sheet

- WHAT:** The **19th annual Taste of New Paltz** is one of the finest outdoor food festivals in the Hudson Valley, featuring the region's best restaurants, wineries and farm markets. Produced annually by the **New Paltz Regional Chamber of Commerce**, the event features a variety of exceptional culinary offerings. The adventurous gourmet may find such delicacies as mini-lamb chops, curried lentils and sushi offerings; the more traditional diner will be glad to hear there's still pizza, hot dogs, beer and cheesecake. Local wineries will serve their own regional specialties.
- All gate proceeds benefit the New Paltz Regional Chamber of Commerce, its members and community programs.
- WHERE:** Held on the spacious **Ulster County Fairgrounds** in New Paltz, with gorgeous views of the Shawangunk Ridge, conveniently located midway between New York City and Albany.
- WHEN:** Sunday, September 13, 2009, from 11 am – 5 pm., rain or shine. Under tents.
- ADMISSION:** Advance admission \$3 (through September 9). Advance ticket packages \$20 (through September 9). Advance packages include admission, 10 taste tickets and an official 19th Annual Taste of New Paltz T-Shirt. Packages available at the Chamber office only, 124 Main St., New Paltz. Day-of admission \$5, children 12 and under free.
- TASTES:** \$2 and \$3
- ARTS/CRAFTS:** Specialty arts and crafts exhibits enhance the experience of the Taste to ensure that visitors can relax, shop, compare purchases and recharge their batteries for more Tasting.
- FREE CHILDREN'S ACTIVITIES:** Special appearances by Radio Disney Performers. Face painting, temporary tattoos, balloons and much more!

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MUSIC: Live Music All Day:
11 am Vickie Russell
www.vickierussell.com
12:00 pm Cleoma's Ghost
www.ulster.net/~chirodude/cleoma
1:00 pm The Trapps
www.myspace.com/thetrapps
2:00 pm Radio Disney Performers
3:00 pm The Greyhounds
www.myspace.com/thegreyhoundsrocknroll
4 pm The Sugar Bees
www.thesugarbees.com

DIRECTIONS &

PARKING: From the North: Exit 18 off the New York State Thruway. After the tollbooth, turn left at light onto Rt. 299 West. Go through the village of New Paltz, cross over the Wallkill River Bridge, and take the next left onto Libertyville Road (CR-7). The fairgrounds are a mile down on the left, with parking on the right.
From the South: Exit 17 off the New York State Thruway. After the tollbooth, follow signs to Rt. 300 North. At Rt. 32, go north (straight). At Rt. 44/55 go west (turn left) and continue through the town of Gardiner. Turn right at the flashing light on to Libertyville Road (CR-7). The fairgrounds are on the right, with parking on the left.

Please call the New Paltz Regional Chamber of Commerce for further information at (845) 255-0243 or (845) 255-0411.

SPONSORS:

(as of July 10, 2009) Media Sponsors: **Hudson Valley Magazine; Chronogram; Cumulus Broadcasting of the Hudson Valley; Time Warner Cable**
Ticket Sponsor: **Central Hudson Gas & Electric Corp.**
T-Shirt Sponsors: **Hampton Inn, Kingston; Kempner Corporation.**
Kids Expo Sponsor: **New Paltz Police Benevolent Association**

PRODUCED

BY: The New Paltz Regional Chamber of Commerce, with more than 700 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Mid-Hudson Valley Region. Programs and services of the Chamber are made possible, in part, by the support of its Corporate Partners for 2009: **Brinckerhoff and Neuville Insurance Group** (Associate Partner); **Health Quest and Ulster Savings** (Supporting Partners).

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FOR MORE

INFORMATION: For more information about the Taste of New Paltz and other Chamber programs as well as Visitor's Center hours of operation, call (845) 255-0243, visit www.newpaltzchamber.org or e-mail info@newpaltzchamber.org.

Note: High resolution color and black and white images are available upon request.

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**Outstanding 19th Annual Taste of New Paltz
Live Music Lineup**

(New Paltz, NY) – An outstanding lineup of popular local music acts will perform live at the **19th Annual Taste of New Paltz**, to be held rain or shine on Sunday, September 13 from 11:00 a.m. – 5:00 p.m. at the Ulster County Fairgrounds, New Paltz. The Taste’s live music performances have grown into an enormous draw, and this year’s live music schedule promises to help make the Taste a “can’t miss” event. From kid-friendly pop to Rockabilly and surf tunes, Cajun folk, roots-rock, contemporary ballads and country rhythm and blues, the 19th Annual Taste of New Paltz Main Stage has something for everyone.

Live music on the Taste of New Paltz Main Stage kicks off at 11:00 a.m. with **Vicki Russell** performing her stunningly heartfelt original songs on keyboard and guitar. At 12:00 noon, traditional Cajon folk duo **Cleoma’s Ghost** keeps it going, featuring Roger Weiss on fiddle and vocals and Buffy Lewis on guitar and vocals. **The Trapps** present their adventurous jamming American roots-rock at 1:00 p.m., followed by a special appearance by the **Radio Disney Performers** at 2:00 p.m. The hits keep coming at 3:00 p.m. as with **The Greyhounds’** rockabilly, R&B and surf sounds, and at 4:00 p.m. **The Sugar Bees** close the show with a sweet spin on their hand picked crop of country rhythm and blues classics.

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Produced by the New Paltz Regional Chamber of Commerce, Taste of New Paltz features taste-size samplings of the best foods and beverages from the region's finest restaurants, bakeries, caterers, farm markets, wineries and breweries. Admission is only \$5 per person on the day of the Taste (children 12 and under are free), with \$2 and \$3 "tastes" offered at each of the food venues. Advance admissions are available at \$3 and advance ticket packages – including admission, 10 taste tickets and an official 19th Annual Taste of New Paltz T-Shirt – are available from the Chamber until September 9; call 845-255-0243 or visit the Visitor Center at 124 Main St., New Paltz for more information or to purchase advance tickets. There is plenty of free parking, with handicap-accessible parking available, as well. Coach tours are welcome; contact the Chamber at 845-255-0243 for special arrangements.

The Taste of New Paltz is the New Paltz Regional Chamber of Commerce's biggest fundraiser of the year. Proceeds of the Taste of New Paltz benefit the Chamber, its members and its community projects. Proud sponsors of the 2008 Taste of New Paltz are: *Media Sponsors: Hudson Valley Magazine; Chronogram; Cumulus Broadcasting of the Hudson Valley; Time Warner Cable; Ticket Sponsor: Central Hudson Gas & Electric Corp.; T-Shirt Sponsors: Hampton Inn, Kingston; Kempner Corporation; Kids Expo Sponsor: New Paltz Police Benevolent Association.*

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