



NEW PALTZ REGIONAL CHAMBER OF COMMERCE NEWS RELEASE

For Immediate Release:

****DIGITAL COLOR IMAGE ATTACHED**** (Photo caption/credit info follows release)

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New Paltz Regional Chamber of Commerce to Host Historic 21st Annual TASTE OF NEW PALTZ

New Paltz, NY – A delicious tradition returns to the Hudson Valley this September with the **21st Annual Taste of New Paltz**, to be held on **Sunday, September 18, 2011** from **11 a.m. – 5 p.m.** at the **Ulster County Fairgrounds** on Libertyville Road, New Paltz, New York. Advance admission is only \$5 and admission on the day of the Taste is only \$7; 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 a collectible 21st Annual Taste of New Paltz T-shirt – are available at the Chamber office, and may be purchased online at www.TasteOfNewPaltz.com. **Advance tickets and packages are available until Friday, September 9, 2011.** For more information or to purchase advance admission, visit www.TasteOfNewPaltz.com, call 845-255-0243, e-mail info@newpaltzchamber.org, or visit the Chamber in person at 257 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, farm markets and wineries, all in a single day. The adventurous gourmet will find bold and appealing delicacies; the more traditional diner will be glad to hear there's still pizza, hot dogs, beer and cheesecake. Local wineries will serve their own award-winning regional specialties. This year’s Taste will also feature local farm-to-table information and demonstrations in the Local and Sustainable Education tent. Antique motorcycles and classic cars will also be on display for the first time this year.

(more)

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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 (face painting, free balloons and giveaways), Antiques Expo (antique and vintage items for sale and display), 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 close to 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 2011 Taste of New Paltz are: **The Kempner Corporation, Water Street Market** (*Gold Sponsors*); **Hampton Inn - Kingston** (*T-Shirt Sponsor*); **C2G Environmental Consultants** (*Special Event Sponsor*); New Paltz Police Benevolent Association (*Kids Expo Sponsor*); **Chronogram Magazine, Hudson Valley Magazine, Mix 97.7, Roll Magazine** (Media Sponsors).

The New Paltz Regional Chamber of Commerce, with more than 600 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 2011: **Central Hudson Gas & Electric Corp.** (Leading Partner); **Brinckerhoff and Neuville Insurance Group** (Associate Partner); **HealthAlliance of the Hudson Valley, Health Quest, Hudson Valley Federal Credit Union, KIC Chemicals, The Law Offices of James Yastion, PLLC, M & T Bank, Ulster Savings, M&T Bank and Vanacore, DeBenedictus, DiGovanni and Weddell LLP, CPAs** (Supporting Partners). Members and visitors are welcome at the Chamber's Visitor Center, located at 257 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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- ◆ A fact sheet, including directions to Taste of New Paltz, is available as a separate document.
- ◆ Additional high resolution color or black and white images are available upon request.