



FOR IMMEDIATE RELEASE

April 5, 2016

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Code: access2016r1f

LILAC FESTIVAL POSTER REVEALED

Poster, Full Concert Line-up, and Entertainment Details Announced

(ROCHESTER, NY) April 5, 2016 – Today the 2016 Rochester Lilac Festival poster was revealed marking the official count-down to the 118th annual Festival which is now less than four weeks away.

The 2016 Rochester Lilac Festival Poster created by Artist Diane Elmslie. “This year's paper collage poster is symbolic, the sphere representing a time when the earth's axis causes the sun to be higher in the northern hemisphere. The heat from the sunlight forces the lilac blossoms to burst forth from their branches just as we, Western New Yorkers, burst forth from the confines of winter. And the bird, a stylized version of an Eastern Bluebird, swoops down to herald the beginning of the warmest season of all, bringing a smile to all who live in this climate.”

This year's Festival has something new to discover on every day of its 10-day run from May 6-15, 2016 at Highland Park. Today Festival organizers and partners from Monroe County Parks, the Monroe County Executive's Office, the City of Rochester, and VisitRochester came together to announce all of the exciting activities in store for Festival goers this year.

The special events tent has been re-named and moved to a new location just east of the Purple Crosswalk. Events under the ***Farmers Insurance Special Events Tent*** include:

- **Lilac Home & Garden Show**, May 7-8: The second annual Lilac Home & Garden Show is set to attract thousands of landscape and home-improvement enthusiasts. This year's show includes:
 - 12 educational seminars featuring experts from across the country including the stars from Animal Planet's hit-show **TANKED** and the Cornell Cooperative Extension.
 - **Garden Battles!** A fast-paced charitable event inspired by popular reality-based competitions like Chopped. This fun event will test the gardening skills of local media celebrities including iHeart Radio's John DiTullio and Bill Moran, and Fickle's Dino Kay. Celebrities will each design a unique gardenscape with help from a master horticulturist. Show visitors will vote for their favorite with 1st place receiving \$1,000 and the runner-up \$500 for the local charity of their choice.
 - Admission \$8 per day/\$5 with coupon online at www.rochesterevents.com/lilacfestival
- **Wine Tasting and Farm to Table Event**, May 12-13: This year's event theme will be Vine to Table and takes tasting to a whole new level with food pairing demonstrations by local chefs, chocolate tastings, and a wine market complete with “wine valet” so you can park your bottles, go enjoy the Festival, and come pick them up when you're ready to hit the road.
 - 25+ wineries including Casa Larga, Victoriansbourg, Thousand Islands, Crooked Lake, Black Willow, and Dr. Konstantin Frank
 - Dozens of food pairing options such as Li-Lac Chocolates and God's Country Creamery
 - Admission is \$15/session (12:30 p.m. - 4 p.m. or 4:30p.m.- 8 p.m. both days) and includes a souvenir tasting glass
 - Designated Driver Ticket \$10

- **Lilac Brew Fest, May 14:** The craft brew craze has hit an all-time high, and the second annual Lilac Brew Fest brings top breweries, cideries, and distilleries from across the country under one roof for your tasting pleasure.
 - 30+ breweries, cideries, and distilleries including Good Nature Brewery, Embark Craft Ciderworks, Three Heads Brewing, and Boulevard Brewing Company (see media kit one-sheet for full list)
 - General Admission is \$35, 1 p.m. – 4 p.m. or 5 p.m. – 8 p.m.
 - Designated Driver Ticket is \$10

In addition to all the exciting special events happening under the ***Farmers Insurance Special Events Tent***, the 2016 Rochester Lilac Festival has a wide variety of free concerts, with more than 80 musical acts during the 10-day Festival. Visitors are sure to find something the whole family can enjoy. Headliners at this year's Festival include:

- Linda Gail Lewis, Sheepdogs, Los Straightjackets, NRBQ, Gaelic Storm, Matisyahu, Keb' Mo', Rusted Root, and The Fabulous Thunderbirds

For additional acts including "beyond the headliners" and our local school band performances see the included concert fact sheet.

You can't have exceptional music and entertainment without some delicious treats to snack on. This year's festival offers 40+ food vendors who will satisfy every foodie's appetite. For a full list of vendors see the media packet Food Vendor one-sheet.

"As the longest running festival in the Greater Rochester area and one of the few remaining major community events across the country to offer free admission, we are proud to once again invite everyone to the annual Lilac Festival," said County Executive Cheryl Dinolfo. "The Lilac Festival provides residents and visitors a fun-filled family atmosphere where they can take in the beauty and smell of the lilacs, celebrate the history of Highland Park and enjoy an incredible amount of music and art featured every year!"

"The Lilac Festival is certainly a highlight of spring in our beautiful city--and one of my family's personal favourites," said Mayor Lovely A. Warren. "Family-friendly, free events like the Lilac Festival add a special vitality to Rochester, greatly enhancing the quality of life in our community, which, in turn help us create more jobs, safer, more vibrant streets and better educational opportunities for our citizens."

For more information about the festival visit www.lilacfestival.com

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