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FOR IMMEDIATE RELEASE

January 27, 2014

**16TH ANNUAL CHOWDERFEST TO BE HELD IN SARATOGA COUNTY, NY
Record Breaking Number of Participants!**

SARATOGA SPRINGS, N.Y. – Enjoy some winter fun and some great food at the 16th Annual Chowderfest (part of the 17th annual Winterfest Week) held in Saratoga Springs, NY on Saturday, February 1, 2014 from 11:00 a.m. to 4:00 p.m. – the event is coordinated by the Saratoga Convention and Tourism Bureau and presented by KeyBank. Discounted hotel specials are available at www.discoversaratoga.org/chowderfest.

Visitors can pick up a ballot and taste chowders from **85** participating establishments and vote for their favorite. Each sample of chowder is \$1, and is paid directly to the establishment. Valid ballots need 5 stickers from participating businesses and can be turned in to the Saratoga Springs Visitor Center or the Saratoga Springs City Center. For an additional \$10, Chowderfest attendees can take home an official long-sleeve Chowderfest T-shirt with a completed ballot (2XL shirts are \$12). Winners will be announced inside the Saratoga Springs City Center at 6:30 p.m. on the day of the event.

Visitors can also bring their four-legged family members as there are participants serving dog chowder. The popular Dog Chow Down will take place at 1:00 p.m. at the Saratoga Downtowner Motel. Mayor Yepsen's dog will be on hand to pick the winning chowder!

Chowder tastes better when you SHARE! Pack your pockets with some canned goods for Franklin Community Center before you leave the house! You can drop off your items at any of these four collection sites from 11 a.m. – 4 p.m.: Saratoga Springs City Center (522 Broadway), Saratoga Downtowner Motel (413 Broadway), Saratoga Springs Visitor's Center (297 Broadway) or Esperanto (6 Caroline Street).

New for 2014, the Chowderfest Hat Contest! The hat contest is during Chowderfest taking place on Henry Street at 11:30 a.m. Family fun event with Best Hat prizes for adults & kids.

Enjoy music from The Jockey at the top of Caroline Street from 11 a.m.-4 p.m., then 107.7 WGNA will be at the Saratoga Downtowner Motel parking lot from 11:00 a.m.-4 p.m., The Visitor's Center will have music inside with 104.5 and outside with Q103 from

Saratoga Convention & Tourism Bureau



11 a.m.-4 p.m., Fly 92 will be on Henry Street from 11 a.m.-4 p.m., 102.7 WEQX from 1-3 p.m. outside the Saratoga Springs City Center, and the always entertaining DJ Tim from Capital Disc Jockeys inside the Saratoga Springs City Center from 11:00 a.m.-7 p.m. Additional entertainment and event information is available on the website.

Thank you to all our sponsors! Chowderfest is presented by KeyBank and made possible by the Saratoga Convention & Tourism Bureau and Amtrak, Adirondack Trust Company, Bonacio Construction Inc., Capital Region Living Magazine, Clipper Magazine, Saratoga Springs City Center, DeCrescente Distributing Company and Miller Lite, Fingerpaint Marketing, Fly 92, Nemer, Northshire Bookstore, Plan Ahead Events, Price Chopper, Prime at Saratoga National Golf Club, Saratoga.com, Saratoga Living Magazine, Saratoga TODAY Newspaper, The Saratogian, Stewart's Shops, 101.3 The Jockey, Townsquare Media, The Wesley Community and Westminster Cracker Company.

Chowderfest is a signature winter event that takes place during the 17th Annual Winterfest Week, January 24 -February 2, 2014. For a list of participating chowder outlets, Winterfest Week events and further details, visit www.discoversaratoga.org/chowderfest or call 518-584-1531.

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The mission of the Saratoga Convention and Tourism Bureau is to market and promote Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and special events. For information on how to schedule or plan a meeting, conference, convention, wedding, sports tournament or special event in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discoversaratoga.org.

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