



FOR IMMEDIATE RELEASE

January 25, 2013

15TH ANNUAL CHOWDERFEST TO BE HELD IN SARATOGA COUNTY, NY
Record Breaking Number of Participants!

SARATOGA SPRINGS, N.Y. – **UPDATE: 74 participants, record breaking number!**

Enjoy some winter fun and some great food at the 15th Annual Chowderfest (part of the 16th annual Winter Weekend) held in Saratoga Springs, NY on Saturday, February 2, 2013 from 11:00 a.m. to 4:00 p.m. – the event is coordinated by the Saratoga Convention and Tourism Bureau. Discounted hotel specials and enter to win survey are available at www.discoversaratoga.org/chowderfest.

Visitors can pick up a ballot and taste chowders from over 70 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. Winners will be announced inside of the Saratoga Springs City Center at 6:30 p.m. on the day of the event.

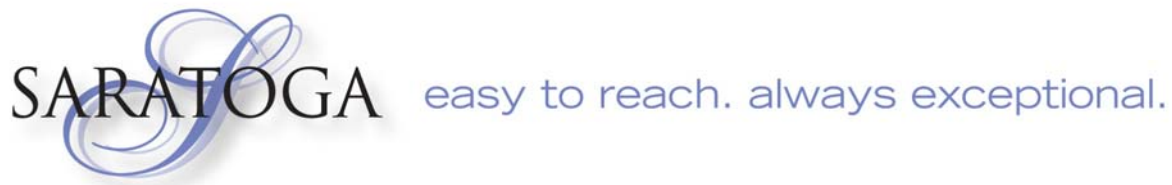
New for 2013: An additional Chowderfest Award has been added called “Best Chowder-under 1,000 bowls served”!

A limited number of official Chowderfest “CHUGS” (environmentally friendly, reusable mug/lid/spoon combination) are still being sold at Children's Museum of Saratoga, Crafters Gallery - Fine Art Fine Crafts, Franklin Community Center, Gaffney's Restaurant, Impressions of Saratoga, Malika International Boutique, Inc., Mountainman Saratoga Outfitters, and the Saratoga Hilton Gift shop - The Brewing Boutique for \$10.00 each!

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. One of Mayor Johnson's dogs will be on hand to pick the winning chowder!

For a second year in a row, Radio Disney will be coming to Chowderfest! Radio Disney will be in the Ben & Jerry's parking lot at 34 Phila Street from 1-3 p.m. Bring your little Chowderhounds to rock out to the sounds of Disney, play games and shake their winter blues away. Radio Disney is sponsored by Allerdice Rent-All and Ben & Jerry's of Saratoga.

Enjoy music from Star 101.3 at the Saratoga Springs Visitor Center from 10 a.m.-1 p.m. then ESPN 104.5 from 1:30-4:00 p.m. Eclectic Songs will be at the Saratoga Downtowner Motel parking lot from 10:30-1:30 p.m., GNA 107.7 from 1:45-3:00 p.m. then PopCrush 105.7 from 3:00-4:30 p.m. The Hot 99.1 street team will be on Henry Street from 12-3 p.m. Fly 92 will be at the top of Caroline Street from 12:30-4 p.m., WEQX 102.7 from 1-3 p.m. at the Saratoga Springs City Center, and the always entertaining DJ Tim from Capital Disc Jockeys with prizes at the



Saratoga Springs City Center from 3:30-7:00 p.m. Additional entertainment and event information is available on the website.

Smile and get your FREE printed Official Chowderfest PhotoCard in front of Impression of Saratoga on Broadway during Chowderfest from 11 a.m.-4 p.m. Share your personal Photocard on Facebook after the event at PhotoCardDay.com. Sponsored by Impressions of Saratoga and the Saratoga Convention & Tourism Bureau.

Thank you to all our sponsors! Chowderfest is presented by KeyBank and made possible by the Saratoga Convention & Tourism Bureau and Adirondack Trust Company, Bonacio Contruction Inc., Clipper Magazine, Saratoga Springs City Center, D.A. Collins Company, DeCrescente Distributing Company, Fly 92, Local Living In, Plan Ahead Events, Price Chopper, Prime at Saratoga National Golf Club, Saratoga.com, Saratoga Living Magazine, Saratoga Bank & Trust Company, Saratoga TODAY Newspaper, The Saratogian, Star 101.3, Stewarts Shops, Townsquare Media (WGNA), US Foods, The Wesley Community and Westminster Cracker Company.

Enjoy the day AND Stay the night! The party continues well into the night after Chowderfest ends with several bars & restaurants offering dinner specials and live entertainment. Several Saratoga area hotels are also offering special rates for Chowderfest goers. Information can be found at www.discover saratoga.org/chowderfest!

Chowderfest is an event that takes place during the 16th Annual Winter Weekend, February 1 - 3, 2013. For a list of participating restaurant, Winter Weekend events and further details, visit www.discover saratoga.org/chowderfest or call 518-584-1531

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The Saratoga Convention and Tourism Bureau bring meetings and special events to Saratoga. For information on how to schedule or plan a meeting, conference or convention in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discover saratoga.org.