

FOR IMMEDIATE RELEASE
January 31, 2012



14TH ANNUAL CHOWDERFEST TO BE HELD IN SARATOGA SPRINGS, NY
Record Breaking Crowd Expected, 70 Participating Vendors

SARATOGA SPRINGS, N.Y. – Enjoy some winter fun and some great food at the 14th Annual Chowderfest (part of the 15th annual Winter Weekend) held in Saratoga Springs, NY on Saturday, February 4th, 2012 from 11:00 a.m. to 4:00 p.m. – the event is coordinated by the Saratoga Convention and Tourism Bureau. Discounted lodging specials and enter to win survey are available at www.discoversaratoga.org/chowderfest.

Visitors can pick up a ballot and taste chowders from 70 participating establishments and vote for their favorite. Each sample of chowder is \$1, and is paid directly to each establishment. Valid ballots need a minimum of 5 stickers from participating businesses and can be turned in to the Saratoga Springs Visitor Center, Saratoga Springs City Center or the Saratoga Arts Center. Once turned in, Chowderheads can purchase an official long-sleeve Chowderfest T-shirt for just \$7. **Winners will be announced at the Saratoga Springs City Center at 6:00 p.m. on the day of the event.**

New for 2012: An additional Chowderfest Award has been added called “Most Creative Chowder-Themed Dessert”! Also, Caroline Street will be closed, Ellsworth Jones Place will be closed and Phila Street will be closed from Putnam Street to Henry Street.

CHUGS are back! A limited number of official Chowderfest “CHUGS” (reusable mug/lid/spoon combination) are being sold at Crafters Gallery, Impressions of Saratoga, The Local Pub & Teahouse and Just Plain Good for just \$5.00 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! Eclectic Songs will be rocking out from 11 a.m.- 2 p.m. in the parking lot.

Bring your little Chowderhounds to rock out to the sounds of Disney. Come to the Saratogian’s parking lot (20 Lake Ave.) and let the kids dance their winter blues away with the Disney Road Crew from 2-3:30 p.m. Radio Disney is sponsored by Allerdice Rent-All and the Saratogian.

Enjoy music from Star 101.3 (WQAR) at the Saratoga Springs Visitor Center from 11 a.m.-1 p.m., 102.7 (WEQX) from 1 p.m.-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 between 3:30 p.m. and 6:30 p.m. Additional entertainment and event information is available on the Chowderfest webpage.

Chowderfest is an event that takes place during the 15th Annual Winter Weekend, February 3 - 5, 2011. For a list of participating restaurant, Winter Weekend events and further details, visit www.discoversaratoga.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.discoversaratoga.org.