

Media Pitch and Contact List Assignment

Media Contact List

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Pitch

To: christina.pickard@wineenthusiast.net

Subject: Finger Lakes Launches “Elevating Excellence” to Build on Wine Region of the Year

Hi Christina,

Inspired by the Finger Lakes' recognition of *Wine Enthusiast's* 2025 Wine Region of the Year, The Finger Lakes Wine Alliance (FLWA) is partnering with regional tourism organizations and the New York Wines and Grape Foundation to announce a transformational initiative: “Elevating Excellence.”

The initiative will invest in a three-week training program for local hospitality professionals by opening the Finger Lakes Wine Academy, while upgrading visitor infrastructure and introducing international marketing in cities such as London, Toronto and New York City. The Finger Lakes Wine Summit and annual Harvest Celebration are distinguishable events that will be held to foster the global community of critics, winemakers and chefs, positioning the region as a leader in sustainable, world-class tourism.

We'd love to offer you an exclusive interview with FLWA Executive Director Amy Navor to discuss how our region is building on its award-winning momentum.

I look forward to hearing from you.

Best,
Brooke Rosen
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