

MEDIA RELEASE

Subject: Tahoe City Wine Walk

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If you love great wine, tasty food, and spectacular views of the Sierra and Lake Tahoe, the **Tahoe City Wine Walk** is a great way to enjoy all three. Add some live music, shopping, and fun with friends and you have the makings of a delicious day in beautiful downtown Tahoe City.

Discover the Wines with a View and the many undiscovered secrets of downtown Tahoe City at the annual **Tahoe City Wine Walk**, Saturday, June 18, 2011, from Noon to 4pm!

In its sixth year, **Tahoe City Wine Walk** is bigger and better than ever! Stroll downtown Tahoe City to 30 tasting locations while visiting retail shops and businesses. Live music at 3 spots. There will be something for every taste.

There's even a "milk bar" for kids. Child care is available for parents who would like to drop off their children before they stroll!

This event is produced by the partnership of PR/marketing firms SDBX Studios and Wild West Communications Group for the Tahoe City Downtown Association (TCDA) to benefit Tahoe City.

Tahoe City Wine Walk is the flag-ship event of TCDA's the annual Tahoe City Heart and Solstice Festival. This year's festival includes an Antique Car Show and Farmers' Market on Thursday, June 16, restaurant specials, Comedy performance and Photography Show Friday, Saturday is Wine Walk in the afternoon. Then on Sunday, the kick-off of the summer music season with the opening of the very popular *Concerts at Commons Beach*.

Tickets for **Tahoe City Wine Walk** are **\$30 in advance**, and **\$40 on Wine Walk day**, June 18th. Your ticket gets you a commemorative wine glass and “gift bag”.

Tickets are available at James-Harold Galleries in the Boatworks, Tahoe Dave’s, The Store, Uncorked Wine Bar in the Cobblestone Mall, and the North Lake Tahoe Visitor Center (next to the Tahoe City firehouse).

To purchase tickets online and for more information about the wineries and special lodging packages visit www.tahoecitywinewalk.com

You can also follow Tahoe City Wine Walk on Facebook and Twitter.

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Editor, please note: Wine Walk photography is available upon request, lk@wildwest-tahoe.com, 530-525-5201.

Background information is available on SDBX and Wild West upon request.