



## WELCOME CHANNEL BECOMES MEDIA SPONSOR AS FOOD NETWORK SOUTH BEACH WINE & FOOD FESTIVAL CELEBRATES 10 YEARS

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September 23, 2010 MIAMI -- The Welcome Channel announced today that once again it will be a proud sponsor of the 2011 Food Network South Beach Wine & Food Festival as it celebrates 10 years of culinary extravaganza, February 24-27, 2011. In recognition of its loyal fans and to honor this special occasion, the Festival is offering everyone the chance to purchase tickets to its signature event, the **Whole Foods Market Grand Tasting Village**, at a 10% discount for one day only – **Monday, October 25<sup>th</sup>, 2010** when tickets go on sale.

The event hosts some of the world's greatest culinary superstars and wine and spirits personalities, who will again converge in South Beach for four days of non-stop food and wine indulgence. Co-hosts Southern Wine & Spirits of Florida and Florida International University (FIU) will orchestrate a weekend of unmatched gastronomy, taking South Florida's eclectic culinary scene to new heights.

"We are very pleased to be involved as a sponsor once again of the Food Network South Beach Wine & Food Festival, especially this year as we commemorate their 10<sup>th</sup> Anniversary! This is an incomparable event for all of our international and domestic travelers to Miami and the Beaches," said April Donelson, Sales and Marketing Director for The Welcome Channel.

"We are delighted to partner with Welcome Channel again in 2011," notes Lee Brian Schragger, Founder and Director of the Food Network South Beach Wine & Food Festival. "Welcome Channel has proven to be a great way for us to reach those visiting Miami from around the world, and we are happy to have their continued support."

In commemoration of the Festival's 10<sup>th</sup> year, Schragger will release the [\*Food Network South Beach Wine & Food Festival Cookbook\*](#) (Clarkson Potter, \$35/hardcover) on November 16, 2010. The book features a foreword from none other than Anthony Bourdain, as well as an array of recipes from the nation's favorite celebrity chefs and culinary personalities. The book provides a behind-the-scenes look at the chefs, events and food that make the Food Network South Beach Wine & Food Festival the most prestigious gourmet gathering in America. Like the overall Festival, all proceeds from the cookbook will benefit the Florida International University (FIU) School of Hospitality and Tourism Management and the Southern Wine & Spirits Beverage Management Center located on FIU's Biscayne Bay Campus.

The complete program for this year, tickets and more information is available online at [www.sobewineandfoodfest.com](http://www.sobewineandfoodfest.com) or by calling the box office at 877.762.3933. Get daily updates on the Festival all year long by following Festival Founder and Executive Director Lee Brian Schragger on Twitter – [www.twitter.com/Lee\\_Schragger](http://www.twitter.com/Lee_Schragger).

**THE WELCOME CHANNEL** ([www.welcomechannel.tv](http://www.welcomechannel.tv)) The Welcome Channel is Miami and the Beaches premiere visitor in-room programming. Airing 24 hours a day, 7 days per week, in Miami & the Beaches finest hotel resort locations, the Welcome Channel highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events...catering to both our international and domestic travelers alike. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with our clients having the same option.