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Contacts:

Oscar Vizcarra, Niagara Wine Trail President

Niagara Wine Trail/716-772-7815

e-mail: contact@niagarawinetrail.org

Niagara Wine Trail Route 290 Signs Installed

Niagara County, NY – On June 16, 2009 construction was underway for the installation of the new attraction signs directing travelers to the Niagara Wine Trail USA along Route 290 (the Youngman Highway) in Amherst/Tonawanda.

The attraction signs purpose is to direct tourists and travelers to amusement, historical, cultural, or leisure activities available to the public which have: parking areas; rest rooms and drinking water where appropriate and are located within 15 miles of an exit ramp in rural areas. The installation of the signs hopes to boost the tourism business in the Niagara Region and make it easier for travelers to find their way to the wine trail.

Originally, the Niagara Wine Trail was not eligible for these signs in the urban setting of Tonawanda/Amherst. With the help of Senators Maziarz's and his staff, the Niagara Wine Trail worked with the Department of Transportation to obtain permission for the installation of the signs.

The two new signs are the blue three-panel signs similar to the ones seen on the Thruway and Interstates. One sign is located on the eastbound lanes in Tonawanda, and one on the westbound lanes of the 290 in Amherst.

The three panel signs, one of which has the Niagara Wine Trail logo, direct travelers to exit and to connect with the Niagara Wine Trail. From the exit the wine trail continues on for some 54 miles directing tourists and travelers to the thirteen wineries along the wine trail. The wine trail has over 200 signs marking its routes. The wine trail extends from Niagara Falls in the west, to Amherst/Tonawanda in the south, to Lewiston and Wilson/Cambria in the north and to Lockport, Burt, Appleton and Orleans County in the east.

Funding for the signs was provided by a grant from Senator George Maziarz through the Niagara USA Chamber of Commerce, Kenneth M. Franasiak, President of the Board of Directors and CEO Deanna Alterio Brennen. Additional funding was provided by the members of the Niagara Wine Trail USA, an association of wineries working together for cooperative marketing and advertising. For more information on the installation of the attraction signs please contact Michael VonHeckler at 716-417-5108 or visit the trail online at www.niagarawinetrail.org.

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