

Long Island Winterfest  
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**FOR IMMEDIATE RELEASE**

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Eastern Long Island Transforms Into Winter Wonderland as Winterfest Returns For Its 13th Year

(Riverhead, NY...January, 2020) — The 13th Annual [Long Island Winterfest](#) is slated to once again take over the forks of Long Island, NY from **February 7-March 8, 2020**. Across the east end, this five-week celebration includes local wine and craft beer tastings, live performances, art installations and local farm and culinary fare. Hotel and inn options range from modest to luxury, accommodating budgets of different scopes

Visitors are invited to 'live like a local' and experience the culture of Long Island's winter on the east end. Without the traffic and crowds, east end residents are privileged to meet the farmers, the makers, the bakers, artists and innkeepers amid the quieter season. **LI Winterfest (LIWF)** **LIWF** combines those moments with a taste of tourism and has successfully broadened the experience beyond Long Island, NY, growing with global reach.

Without a fight for sitting room, this is a season where crossing tourists are met by curious locals who share stories of adventures near and far while sitting beside a vineyard fireplace. Millennials, Xennials and Baby Boomers will all have an experience that suits their entertainment and hospitality wants and needs. **LIWF** has grown into a relationship-builder; not only for local crafters and business owners to lure returning guests, but also musicians seeking their big break, investors searching for opportunity, new businesses to market their goods and nonprofits expanding their reach.

Now in it's 13th year, **LIWF** has changed hands from [East End Arts](#) and [Long Island Wine Council](#) (founders of the event series in 2007) to being spearheaded by [Main Street Agency](#); and passed through names, previously dubbed 'Jazz on the Vine' to 'Live on the Vine' to now 'Long Island Winterfest.' While the focus was initially on jazz music, **LIWF** has refined itself to include all music genres, arts and theater, food and beverage, hospitality, farms and nonprofits. A trailblazing project that crosses disciplines, **LIWF** was the 2012 recipient of the [Arts Destination Marketing Award](#) presented by the [Arts and Destination Marketing Association International \(DMAI\)](#). Though originating on the north fork, **LIWF** has expanded to the south fork with goals to continue west across Long Island, NY.

"From a commerce perspective, Winterfest has become an important economic driver to the East End during a season that is slower for most businesses," Diane Tucci, Winterfest Lead Coordinator. "A measurable and growing impact has been made over the past twelve years with the generous support from our sponsors, allowing Winterfest to market and expand the east end economy through programming and outreach."

"Shoulder season tourism will always be a critical need for the entire South Fork. Strategically collaborating with the 13th Annual Long Island Winterfest (which originated in the North Fork) has allowed us to pool our strengths to build upon the \$260,000 + economic impact of Long Island Winterfest from 2019. Both locals and visitors of the region are in store for some amazing experiences based around the taste, sounds and sights of The Hamptons this winter." says Glenn O. Vickers II, President & CEO of Discover The Hamptons. "There are so many gems to experience in The Hamptons this time of year. Westhampton Village, Southampton Village and East Hampton Village to name a few are wonderful communities to experience and their local businesses provide world class shopping, dining and beautiful natural resources to match."

**LIWF's event calendar** will be updated daily as new information arrives. Trivia nights, performances at [Suffolk Theater](#), craft cocktail demonstrations, line dancing, wine pairings, paint night, [Art Barre](#) and more are currently listed. The addition of customized experience tours encourage visitors to stay and play on the east end. Tours will include vineyards, breweries and restaurants, some paired with overnight accommodations at various places along the north and south fork. Details to be updated on the LIW [website](#) or interested parties may contact via email [liwinterfest@gmail.com](mailto:liwinterfest@gmail.com) or phone 631-494-2978.

**LIWF** gets the party started with their '**13th Annual Kick Off Party**' on Friday, February 7th from 7-10pm, with an after-party immediately following. Live music and dancing are accompanied by over 25 vendors bringing local food, wine, beer and spirit tastings opportunities to purchase. A range of raffle prizes have been donated by local businesses, winners announced at 9pm.

**After-party only tickets** will be sold at a discounted rate of \$20 and are perfect for those who cannot attend the entire event but seek Friday evening entertainment including DJ and libations (ie. late arrivals and hospitality industry).

2020 brings the rollout of the [LIW VIP Passport](#) program. Passport holders enjoy discounts, giveaways and VIP treatment at participating venues and free ticket included to the Kick Off After Party. The first 150 VIP Passport holders will be inducted in the **LIWF VIP Founders Club** and receive a \$20 restaurant gift card and **LIWF** goody box, made in partnership with [The North Fork Box](#). Early bird pricing until January 26, 2020 is \$29.95, full price thereafter \$39.95.

2020 **LIWF** sponsors include: Discover the Hamptons, Discover Long Island, East Hampton Chamber of Commerce, Main Street Agency, Riverhead Local and The Baker House. Parties interested in sponsorship or participating in Winterfest and the VIP Program are encouraged to contact Diane Tucci 631-494-2978.

Long Island Winterfest [<https://longislandwinterfest.com/>] is coordinated by Main Street Agency [<http://www.mainstreetagency.org/>]. For more information call 631-494-2978 or email [liwinterfest@gmail.com](mailto:liwinterfest@gmail.com) , f./ [@longislandwinterfest](#), i./ [@liwinterfest](#)

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