

SWEDISH HILL Winery

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FOR IMMEDIATE RELEASE

SWEDISH HILL WINERY EXPANDS ITS 2013 SUMMER EVENTS

Romulus, NY (June 4, 2013) – Swedish Hill Winery has jacked up the summer festivities for their 2013 events held at their Finger Lakes location on State Route 414 in Romulus, NY. While some events have been part of Swedish Hill's tradition for years, such as Jack Ass Day, some events are newer and all are including more entertainment for visitors.

All of the events listed below now include live music by local artist, lawn games, wine slushies, wines by the glass, and local food. Some events, such as their Paradise Party and Jack Ass Day, are also including arts & craft vendors this year for guests to browse. As always all of our events have no admission fee, with food and wine items available for purchase.



Participants from the Tourist Relay Race at the 2012 Paradise Party at Swedish Hill Winery.

The Paradise Party, this year on June 29th from 12pm to 5pm, was introduced last year and was a huge success. Guests are encouraged to relax with a glass of wine or wine slushie and a dish of Thurston's BBQ food in the shade of the trees surrounding the LIVE music, this year by the band Pulsate. For those looking for a little more entertainment, lawn games such as cornhole, kan jam, and ladder ball are set up and open for everyone to enjoy throughout the afternoon. There are also prized Hawaiian-themed games with the most popular, and entertaining to watch, being the Tourist Relay Race. This year Swedish Hill is excited to also include arts & craft vendors that will sell locally-made items such as pottery, jewelry, and rustic furniture. There is no admission fee for this event with wine and food items available for purchase.

On July 27th from 12pm to 5pm Swedish Hill Winery will host their annual benefit for the Beverly Animal Shelter with their Wine, Paws and Claws event. This event is free to attend with donations appreciated for the Beverly Animal Shelter, located on East River Road in Waterloo, NY. They always brings some of their furry friends to meet and greet with guests and can even discuss adoption. Visitors are also welcome to purchase wine, wine slushies, and BBQ food while they are entertained by live music, this year from the Evyn & Bri Duo.



Swedish Hill's beloved miniature donkey, Doobie, is honored each August with his own festival.

On August 10th from 12pm to 5pm Swedish Hill will host their biggest and by far most popular event of the year, Jack Ass Day, to celebrate the birthday of their beloved miniature donkey, Doobie, who is turning 27 this year! This event now features an Annual Cornhole Tournament and along with the addition of arts and craft vendors. Guests can also enjoy live music by City Limits, wine and wine slushies, Thurston's BBQ food, lawn games and prized games throughout the afternoon with the birthday boy himself! There is no admission fee for this event with wine and food items for purchase.

For a complete list of Swedish Hill's 2013 events, including special sales and tasting events, you can visit their online calendar at <http://swedishhill.com/events/calendar/>.

Swedish Hill Winery is located on the Cayuga Lake Wine Trail at 4565 State Route 414 in Romulus, NY 14541. Owned and operated by the Peterson Family, Swedish Hill is known as one of the most award-winning wineries in the Finger Lakes producing over 30 different wines. Swedish Hill also has satellite tasting rooms located in Saratoga Springs and Lake Placid.