



Washington State
MAIN STREET
PROGRAM

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Contact: Sarah Hansen, Washington State Main Street Program, 206-624-9449

2010 Gig Harbor Food and Wine Festival Organizers Receive Excellence on Main Award

SEATTLE —Organizers of the 2010 Gig Harbor Food and Wine Festival received an award for “Outstanding Achievement in Promotion” at Washington Main Street’s Excellence on Main Awards Ceremony, May 12 in Walla Walla. The ceremony was held in conjunction with RevitalizeWA, Washington State’s Main Street and Preservation Conference.

Held in August 2010, the Gig Harbor Food and Wine Festival was a joint fundraising effort of the Gig Harbor Historic Waterfront Association and the Harbor History Museum. The event – the first of its kind in Gig Harbor - showcased wineries, educational demonstrations and regional food and restaurants to a sell-out crowd of over 500 attendees. The festival netted \$7,500 each for the Waterfront Association and Harbor History Museum.

“The purpose of the event was not only to raise money, but to create a reputable legacy event that would enhance the brand of our relatively new Main Street affiliate organization,” says Gig Harbor Historic Waterfront Association’s Executive Director, Mary DesMarais. While noting there is no shortage of events on the waterfront, DesMarais said that many of those focus on children. The planners of the Gig Harbor Food and Wine Festival recognized the need for an event to, “bring adults together in a fun, social context that would connect the wide range of local interest groups, residents and clubs.”

The Gig Harbor Food and Wine Festival generated a lot of enthusiasm and energy within the community. DesMarais notes that business owners and local residents are asking when the next Food and Wine Festival will be held, and how they can help. She says the event stood out in the community, “because it was a fresh concept and multiple groups were involved from the outset.”

“We are thrilled to honor the ‘2010 Gig Harbor Food and Wine Festival,’ as an outstanding promotional event” said Sarah Hansen, Washington State Main Street Coordinator. “Two dedicated community organizations joined forces, determined the appropriate niche event for the community, and through the energy and commitment of staff and volunteers, produced a very successful inaugural event. The partnerships formed while planning and executing this event is a model for other communities.”

The Excellence on Main Awards are organized by the Washington State Main Street Program to recognize communities, organizations, and individuals who are helping achieve sustainable communities and economic vitality in Washington State through downtown revitalization and preservation. Washington's Main Street Program is housed in the Department of Archaeology and Historic Preservation and administered, under contract, by the Washington Trust for Historic Preservation. For more information, please contact Sarah Hansen, Washington Main Street Program Coordinator, at the Washington Trust for Historic Preservation shansen@preservewa.org or 206-624-9449.

Local Contact: Mary DesMarais, Gig Harbor Historic Waterfront Association at executivedirector@ghhwa.org or 253-514-0071.