



FOR IMMEDIATE RELEASE

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Wine Walk Presented by Romain Cross Pointe is Friday, August 25

Wines exclusively from Oliver Winery and heat mitigation measures in place

ANNOUNCEMENT – August 24, 2023: The Downtown Evansville Economic Improvement District (EID) is hosting their Wine Walk Presented by Romain Cross Pointe on Friday August 25 from 5:30 – 8:30 PM. Registration will take place at 425 Main Street. The event is designed to encourage consumer traffic to Downtown shops and restaurants, which will offer a cool reprieve from the heat. Other measures to address the anticipated heat will include hydration stations and fans on Main Street.

In continuing a partnership from 2021 and 2022, wines poured during the event will be exclusively from Oliver Winery in Bloomington, Indiana. Oliver will serve their popular wines, including a larger selection of dry wines based on guest feedback. All wines will be poured outside on Main Street, and attendees can carry their wine into their favorite shops. In addition to Oliver's award-winning wines, there is shopping, live music from Tony Henning, Maggie Hollis, and Brandon McCarty, chair massages by Be Pampered (\$1/minute), multiple sponsor booths, a mechanical bull, and a photo station. "The event is for guests 21 years of age and older, and will have a country music flavor celebrating the Luke Bryan concert at the Ford Center on Friday night," said Adam Trinkel, marketing, communications, & events director, EID. Admission is \$15 per person and includes two four-ounce tastes of Oliver wine, a commemorative tumbler, and a passport. Ticket prices increase to \$25 per person at the event. Many Downtown restaurants will feature special items during the Wine Walk.

Guests will redeem their tickets at tents on the 400 and 500 Blocks of Main Street. Each ticket is traded for a four-ounce wine pour. Guests will visit shops on the passport and the Romain sponsor space and receive a stamp at each location. Two individuals will be drawn from the stamped passports to receive prize baskets of Downtown Evansville merchandise and giveaway items from businesses.

Romain Cross Pointe continues as the Presenting Sponsor for the third year. Other sponsors include Edward Jones Steve Harding, F.C. Tucker Emge Realtors, Gerling Law, and Rumble Boxing. The Gerling Law Sober Rides Program will be offered to guests. Gerling Law will reimburse guests up to \$30 for rides. For program details, visit Downtown Evansville Indiana or Gerling Law on social media.

"The Wine Walk continues to be a popular attraction. Our attendee numbers have increased eightfold since we started in 2017. We encourage guests to buy their tickets now before we sell out. After you enjoy the wine, cool off inside at one of our 50+ Downtown restaurants," said Josh Armstrong, president, EID.

Visit DowntownEvansville.com/WineWalk or Downtown Evansville Indiana on social media for event details and to purchase tickets.

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About Downtown Evansville Economic Improvement District

Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, worker, and visitor experiences in Downtown Evansville. In 2023, the EID will lead over \$1,800,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs. To learn more about the EID and its progress in enhancing the Downtown experience, visit www.downtownevansville.com.