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FOR IMMEDIATE RELEASE

LEPFA Announces First Annual Whiskey Warmer Event

*The March 2019 event encourages whiskey enthusiasts to end hibernation
with a celebration of the incoming warm weather*

Lansing, Michigan – January 16, 2019 – The Lansing Entertainment & Public Facilities Authority (LEPFA) – responsible for the management of the Lansing Center, Cooley Law School Stadium and Groesbeck Golf Course – has unveiled its plans for a new tasting festival, set to take place along the banks of the Grand River in downtown Lansing. The first annual Whiskey Warmer will take place on March 1, 2019 and will bring vendors from across the state and country together to create a celebration of the warmer weather that signifies winter’s end.

Whiskey Warmer encourages guests to come out of hibernation to sample award-winning whiskeys while enjoying a live DJ, games and activities, food trucks and more. With valid entry, guests will receive access to select tastings, but a VIP tent will also be on site to provide guests with additional freebies, snacks and premium samples.

“LEPFA is excited to bring another tasting festival to the downtown region. Our efforts to create a diverse programming roster of tasting-centric events have resonated with the community, and with Whiskey Warmer we’re looking forward to presenting a new event that attracts whiskey lovers,” said Scott Keith, president and CEO of LEPFA. “Lansing is slowly becoming a hub for tasting festivals and we will continue working to bring the beverage industry’s very best to the capital region.”

LEPFA is responsible for many of the region’s entertainment, food and beverage festivals, having previously coordinated and hosted popular events such as the long-running Common Ground Music Festival and 2018’s inaugural Margarita Fest. Whiskey Warmer will not only add diversity to the organization’s programming but create additional attractions to draw visitors to the region during the winter and spring transitional period when events and happenings are typically scarce.

Lansing Entertainment & Public Facilities Authority



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“Lansing has elevated its ability to attract visitors and bring the community together tremendously in the past decade to appeal to evolving interests and trends. Whiskey Warmer is the next step in ensuring that there is always something happening in the downtown region. Each year we’ve seen our long-standing events grow in terms of attendance and participation from vendors and it’s exciting to know we are creating opportunities for fans and enthusiasts be at the center of it all,” said Keith.

Additional Event and Ticketing Details:

Whiskey Warmer

Friday, March 1, 6 p.m. to 9 p.m. (Meet the Distiller ticket holders gain early access at 5:30 p.m.)
Lansing Center Riverfront Plaza, 333 E. Michigan Ave, Downtown Lansing

TICKETS Must be 21+ with valid ID

Advance price thru February 22: Adv GA \$40 / Adv VIP \$65 / Designated Driver \$10

Regular price Feb. 23 through March 1: GA \$50 / VIP \$75 / Designated Driver \$10

Meet the Distiller ticket: For an additional \$10 ticket upgrade, arrive early at 5:30 p.m. and learn all about the distilling process from a distiller. Plus, try some premium samples during the Q&A.

PLEASE NOTE: There is no re-entry for this event. For more information and to purchase tickets, visit bit.ly/WWarm19

LEPFA is in search of sponsors to participate in the upcoming event, which is forecasted to be attended by over 600 guests. Varying opportunities remain available including the chance to be the inaugural event’s presenting sponsor. The event is an excellent opportunity for both regional and national brands to show their support and mutual appreciation for whiskey and the overarching tasting-event community that’s taken root in downtown Lansing. **Please contact Scott Horgan at ScottH@lepfa.com for more information.**

Additional details, including information on participating vendors, sponsors and ticketing options are to follow.

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