



2008 Food Network New York City Wine & Food Festival Welcomes Press...

Welcome to the 2008 Food Network New York City Wine & Food Festival Press Office. We are here to facilitate your access to the Festival program, calendar, seminars, and special events planned from Thursday, October 9th to Sunday, October 12th, 2008.

Please check our website frequently to stay updated on Festival program and press releases, as well as 2008 chef portraits and bios. Images are high resolution and can be downloaded by visiting the media site of the Food Network New York City Wine & Food Festival web site:

<http://nycwineandfoodfestival.com>

We are pleased to assist journalists with accreditation, interviews, and general background information regarding the 2008 Food Network New York City Wine & Food Festival. Each media representative interested in covering the 2008 Food Network New York City Wine & Food Festival must complete a request for accreditation which includes:

1. A completed Media Registration Application (one application per person including all electronic crew members)
2. A letter on company letterhead from your editor/producer assigning you to cover the 2008 Food Network New York City Wine & Food Festival
3. A recent copy of the publication or program you represent (please include circulation/audience information)

The Press Office will confirm receipt of your completed application by email. Upon reviewing the applications we will award press tickets based on confirmation of coverage, occupancy, as well as advance publicity for the 2008 Festival. We will admit up to a maximum of two people from each approved media organization. Accredited media representatives will be notified by email and instructions for picking up press tickets will be given at that time. Accredited media representatives will only be admitted to events with a 2008 Food Network New York City Wine & Food Festival ticket assigned to a specific event. If we are unable to accredit a media representative for this year's Festival, we will contact you.

Detailed instructions and press protocols are provided below:

- a) Complete the Media Ticket Request form and return via e-mail to robin@robininsleyassociates.com or kai@robininsleyassociates.com or fax to 212.242.8494 no later than **Wednesday, September 3, 2008**.
- b) Please check the appropriate box for the events you would like to cover.
- c) Accredited media will receive one ticket, per event.

- d) The Grand Tasting presented by ShopRite sessions are **open to TV crews, photographers and print journalists.**
- e) The Media Office will confirm your order via e-mail.
- f) Admittance to events will be granted with Festival tickets.

For more information, please contact:

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We look forward to working with you at the 2008 Food Network New York City Wine & Food Festival!