

# QUINN

Finger Lakes Media Kit

I Love New York: Summer Media Marketplace

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If you are interested in learning more about the below story angles or have specific requests for materials, please reach out the Finger Lakes team at Quinn PR: [FingerLakes@quinn.pr](mailto:FingerLakes@quinn.pr).

### **About the Finger Lakes**

The [Finger Lakes region](#) is comprised of 11 lakes spread across central New York, encompassing 9,000-plus square miles of outdoor adventures and bucolic scenery along with history, some of the best in food and beverage and urban hotspots in the region's "gateways" of Rochester and Syracuse. Visitors will enjoy an abundance of Thoreau-esque lakeside retreats, a myriad of trails (from sweet treat and cheese trails to beer and antique trails), more than 130 world-class vineyards, breweries, distilleries and cideries, farm-to-table culinary delights, hands-on educational museums, and internationally acclaimed annual festivals. A four-hour drive or 45-minute flight from northeastern hubs, the Finger Lakes proves to be an easily accessible destination for those seeking a quick weekend's getaway.

### **Current Story Angles to Consider**

**Women's Empowerment Tourism:** In time for the upcoming 100<sup>th</sup> anniversary of the Nineteenth Amendment, visitors can see where the fight for equal rights began. Not only did pioneering women like [Susan B. Anthony](#), [Elizabeth Cady Stanton](#) and [Harriet Tubman](#) call the Finger Lakes region home, but the [Women's Rights Convention](#) was held in Seneca Falls in 1848. Those that travel to Seneca Falls can visit the [Women's Rights National Historical Park](#) and The [National Women's Hall of Fame](#) as it celebrates its 50<sup>th</sup> year of trailblazing inductees. Setting the stage for women, the female entrepreneurial spirit is alive and thriving today, proven by the abundance of female-led businesses throughout the region.

**LGBTQ+ Pride:** As New York state gears up for WORLD Pride, the Finger Lakes invites travelers across the LGBTQ+ spectrum to relish in its picturesque summer. Visitors can book a quick weekend getaway to Syracuse, filled with residents and shops that have made a vow of inclusivity and make up the progressive, friendly [Hawley-Green](#) neighborhood. Ithaca, named one of the top 10 New York state LGBT towns, lives up to its name "The Empty-Closet Town" by being decked with "Inclusive Space" decals at local businesses such as social venue [The Watershed](#). Rochester is the eighth most LGBT-friendly city in the US, with the largest LGBTQ+ community in the state outside of New York City. The city hosts [Pride Games](#) and [LGBTQ-focused film screenings](#) and welcomes visitors to well-known stops such as LGBTQ-friendly [Bachelor Forum](#) and [140 Alex Bar & Grill](#) along Park Avenue.

**Woodstock's 50<sup>th</sup> Anniversary:** The [Woodstock Festival's 50<sup>th</sup> anniversary](#) will take place in the bucolic Finger Lakes town of Watkins Glen, NY. From August 16-18, Woodstock 50 will bring peace, love and music to a town with a natural backdrop as stellar as the anticipated lineup. Heading the event is the original promoter of the 1969 festival, Co-Producer and Co-Founder Michael Lang, who is gathering a world-class team to curate the festival and its lodging areas on 1,000 acres of greenfield, all at the famed [Watkins Glen International](#) and surrounding area.

**Nature Filled Festivals:** Boasting 500 different types of lilacs, the [121<sup>st</sup> Rochester Lilac Festival](#) showcases 1,200-plus newly bloomed flowers at Highland Park. Visitors take in nature at the [New York State Yoga Festival](#) at “Grand Canyon of the East” Letchworth State Park, oenophiles gather at the [Finger Lakes Wine Festival](#) with over 90 regional wineries represented, foodies head to the [Cheese Festival](#), [Garlic Festival](#) and [Strawberry Festival](#), and creatives delve into the [Park Ave Summer Arts Festival](#) and Corning’s [GlassFest](#) featuring live hot glass shows and a stop at the world-famous [Corning Museum of Glass](#).

**For the Design Aficionados:** The Finger Lakes is peppered with architectural gems, among them the radical [E.E. Boynton House](#) built by Frank Lloyd Wright in 1908, the only complete and unaltered Tiffany chapel in the world at [Willard Memorial Chapel](#), the fairy-tale like [Mushroom House](#) designed by James Johnson and inspired by the Queen Anne’s Lace flower, the [George Eastman Museum](#) and early 20<sup>th</sup> century estate of the late father of Kodak, and the world’s most comprehensive [Corning Museum of Glass](#) where you can blow your own glasswork souvenir. In terms of design-forward accommodations, travelers can choose from a wide range that includes the 1800s mansion turned modern boutique -- [Argos Inn](#), the fairy-tale like rooms of [New Park Ithaca](#) and the cathedral ceiling of the [Inn at Gothic Eves](#).

**Extreme Adventures:** Appealing to adrenaline junkies, the region offers a range of hardcore yet still attainable attractions. Activities include La Tourelle’s firewalks, [Wilderness Survival training](#), Watkin Glen International’s [Drive the Glen](#) sessions, Letchworth State Park’s [white-water rafting](#) down the “[Grand Canyon of the East](#),” [hot air ballooning](#) over the canyon, and Harris Hill’s [glider rides](#).

**Interactive Vacations:** With experiential vacations top-of-mind for travelers, families can find a variety of interactive experiences in the Finger Lakes, from the educational Crepuscular Walknight hikes in Letchworth State Park and Turkey Trot Acres wild turkey hunting, to cooking classes at [NY Kitchen](#).

**Unique Takes on Wellness:** As wellness tourism continues to grow in 2019, these select activities provide a unique outlet that simultaneously encompasses the beauty of the region’s atmosphere and aesthetics.

- **Animal Therapy:** At the [Mountain Horse Farm](#) wellness resort in Naples, NY, guests can experience powerful [cow cuddling and horse therapy sessions](#), which aid with emotional healing and self-awareness.
- **Multi-Day Crystal Journeys:** [The Spa at Gothic Eves](#) conducts multi-day wellness journeys guided by a facilitator who using crystals, healing sounds, meditation and chakra energy sessions.
- **CBD Infusion:** At [RELAX The Spa](#), travelers can book the 80-minute CBD oil massage that uses the ingredient, hot pads and cupping to lessen stress levels. Within an hour’s distance away at the world-class [Mirbeau Inn & Spa](#), patrons can request the 50-minute CBD massage that comes with a take-home CBD Salve for pain relief.
- **Regionally Sourced Spa Treatments:** Visitors looking to self-treat can request out of the box spa services like the Maple Walnut Sugar Scrub at [August Moon Spa](#), as well as the Crushed Cabernet Scrub and Wine Wrap at [Mirbeau Spa](#) paying home to the Finger Lakes’ renowned wine region.
- **Silent Retreats:** Tucked away in the [Finger Lakes](#) region, [Springwater Center](#) offers monthly silent retreats where guests disconnect through timed sittings and meetings with experienced teachers on 200 acres of land. The [Cistercian monastery Abbey of the Genesee](#) provides quiet respite overlooking 2,400 acres of rolling hills and creeks.
- **Forest Bathing:** [Finger Lakes Forest Immersion](#) hosts walks and dedicated retreats modeled after Japanese Shirin-Yoku – all within the vast space of a [900 acre nature preserve](#).
- **HikYoga:** Combing hiking and yoga as a way to be more present in the outdoors, [Hikyoga™](#) allows participants to truly take in the beautiful surroundings of the Finger Lakes, with a hike along the region’s many trails, incorporating key yoga poses at picturesque stops along the way.

**Pet-Friendly Travel:** Travelers and pets can together enjoy an abundance of lakeside retreats, over 70 diverse hiking/biking paths, a myriad of culinary trails (Cheese Trail, Sweet Treats Trail, Beer Trail and Wine Trail!) and pet-friendly wineries about the more than 130 world-class vineyards.

- **Pet-Friendly Parks:** The majority of parks in the Finger Lakes are pet-friendly, including [Letchworth State Park](#) (the Grand Canyon of the East), [Taughannock Falls State Park](#) (with a larger waterfall drop than Niagara Falls!), [Watkins Glen State Park](#) (two-mile hike featuring 19 waterfalls right off the main street), [Onondaga Lake Park](#) (seven miles of the best paved, vehicle-free shoreline trails) and more.
- **Pet-Friendly Wine Tasting:** [Americana Vineyards](#) on Cayuga Lake is not only a pet-friendly winery, but they even have friendly pets! Rubie, the winery's chocolate lab, works as a full-time greeter. While the winery has always been pet-friendly, they're also strong animal rights advocates – hosting Woofstock, an annual local shelters and rescue benefit each year. Wine Enthusiast magazine even included Rubie and Max (recently deceased) as two of the country's best winery dogs. The dogs, also, were authors – with two children's books detailing their adventures throughout the vineyard.
- **Pet-Friendly Water Fun:** [Owasco Paddles](#) on Owasco Lake just outside of Auburn offers a free safe ride for furry friends on their canoes, paddle boards and kayaks along with their human. Life jackets and treats are provided at no charge.
- **Pet-Friendly Shopping:** Walk the dog while shopping for impressive savings at over 100 stores at [Waterloo Premium Outlets](#), or check out the hand-crafted ceramic collectibles at [MacKenzie Childs](#) farm overlooking Cayuga Lake.

### Summer Activities

For an all-American summer vacation, numerous waterside adventures, family camping sites, and s'more tastings fill the Finger Lakes. Travelers can experience:

- **Water Activities Galore:** Encompassing eleven lakes and a portion of Ontario Lake, the region offers a number of unique boating and water experiences such as [Water to Wine](#) tours (wine tasting via boat!), sailboat rentals, water biking, swimming in some of the lakes and even walking on water.
- **Camping:** A time-honored tradition in the region, campgrounds are plentiful, from remote tenting in the National Forest to traditional wooded lakeside sites and cabins in Letchworth State Park (the Grand Canyon of the East).
- **Glamping:** The region offer a growing list of glamping sites, from [Firelight Camps](#) featuring foraging adventures with Food Network star Emma Frisch and complimentary happy hour with locally sourced beverages and [Seneca Sol](#) with quaint safari tents with private balconies in a secluded forest setting, to handcrafted Sioux-style tipis at [Mountain Horse Farm](#) and fully furnished luxury yurts at [Yale Manor](#).
- **Wake Boarding:** [Roseland Waterpark](#) is the **first and only Cable Wake Park in the northeastern US** (i.e. wakeboarding without a boat!). The park has already churned out four high-level wakeboarders who competed at the National Wake Board Championships this year. The park consists of a 5-tower, full-sized cable system that pulls up to nine riders at a time around the lake, enabling riders to hit various ramps and rails spaced out throughout the park. Another 2-tower cable system is used to teach customers how to get up on a wakeboard.
- **Seabreeze Amusement Park:** Located on the shores of Lake Ontario, [SeaBreeze](#) is comprised of more than 70 thrilling attractions and the Raging Rivers waterpark – really two parks in one!

Seabreeze evokes a feeling of amusement parks of the past – a local favorite, the “Jack Rabbit” wooden roller coaster originally opened in 1920. The park not only offers thrilling adult rides but classic family rides, some classic kiddie rides, great games to play, favorite summertime foods to eat and live shows to watch and enjoy. It's not too big, and not too small – it's just the right size for any family. And, the unlimited rides & slides after 5p.m. option provides a great respite for those family members who just want to relax on the beach while others hit the park.

- **Bristol Aerial Park:** [Bristol Mountain Aerial Adventures](#) offers five thrilling outdoor aerial adventure courses comprised of nearly 100 elements which include: a Double Helix bridge, snowboard and skate board tree cable crossings, zip lining downward with the feeling of going upwards, and free falling from a height of 60 feet. Courses transition from beginner and intermediate to advanced levels. Offered during the offseason, the aerial park is open from the end of May through the beginning of November.

## **Festivals**

Taking advantage of the beautiful rolling hills, pristine lakes and perfect weather, the Finger Lakes hosts a plethora of summer festivals throughout the warmer months. From weekend-long celebrations to wine-centric revelries travelers can experience:

### **Rochester Lilac Festival – 121<sup>st</sup> Anniversary**

Rochester, NY

May 10-19

The ten-day festival celebrates the largest collection of lilacs in North America, with **1,200+ lilacs in bloom** and **over 500 varieties** among Highland Park's gardens, open fields and rolling hills. The festival also includes the Lilac Parade, the 5k/10k Lilac Run, treats from local food truck vendors, more than 50 musical performances, the [Craft Beer Expo](#), and the [Wine Tasting Expo](#) featuring a variety of wines, craft ciders and spirits.

<https://www.rochesterevents.com/lilac-festival/>

### **GlassFest**

Corning, NY's Gaffer District

May 23-26

A four-day celebration of glass and the fire arts, this festival features live hot glass shows, artist demonstrations, live music, shopping, and dining. There's even the opportunity to visit the Corning Museum of Glass, which is a once in a lifetime experience.

[www.gafferdistrict.com/glassfest](http://www.gafferdistrict.com/glassfest)

### **New York State Yoga Festival**

Letchworth State Park

June 8

The first state-wide event of its kind, the New York State Yoga Festival is hosted by [Hikyoga](#) and located at Letchworth State Park (aka “Grand Canyon of the East”), and features yoga sessions, shopping, workshops, food and live music.

<https://www.nysyogafestival.com/>



### **Finger Lakes Wine Festival**

Watkins Glen, NY

July 12-14

Offering the largest showcase of New York State wines with over 90 wineries in attendance, the Finger Lakes Wine Festival fuses wine tasting with regional artisans, music, culinary classes, and breweries. Friday night is Toga Night; show up in Greek toga apparel as Bacchus blesses the festival in all its wino glory. Enjoy one-stop sipping and shopping with over 600 wines, a beer garden, and gourmet food. There is even on-site camping available at Watkins Glen International so visitors won't ever feel the need to leave.

<http://www.flwinefest.com>

### **Owego Strawberry Festival: 39<sup>th</sup> Anniversary**

Owego, NY

June 14-15

Drawing upwards of 20,000 attendees each year, the Strawberry Festival hosts hundreds of vendors, the Strawberry Shake 5k, the festival parade with antique cars and tractors and marching bands, the Wine & Beer Tasting Event and spectacular fireworks display.

[www.owego.org/strawberry-festival](http://www.owego.org/strawberry-festival)

### **GrassRoots Festival**

Ithaca, NY

July 18-21

GrassRoots is a 96-hour music marathon at the fairgrounds in Trumansburg – Ithaca's most creative suburb. A music lover's paradise with over 60 bands on multiple stages reflecting the eclectic tastes of the festival's 'amorphous committee' with a unique focus on traditional and contemporary roots music.

[www.grassrootsfest.org/festival/](http://www.grassrootsfest.org/festival/)

### **Syracuse Arts & Crafts Festival**

Syracuse, NY

July 26-28

Arts Week along the Connective Corridor combines the long-standing Syracuse Arts & Crafts Festival and the popular Northeast Jazz and Wine Festival with nearly 20 interactive arts activities that are sure to bring out the creativity in everyone who visits. Both two- and three-dimensional works will be featured including ceramics, fabric and fiber, glass, jewelry, leather, metal, wood, painting, graphics, drawing, sculpture, and photography. Nearly 200 exhibitors participate from over 30 states and 4 countries. Sidewalk art contest included!

[www.downtownsyracuse.com/syracuse-arts-and-crafts-festival](http://www.downtownsyracuse.com/syracuse-arts-and-crafts-festival)

### **Finger Lakes Cheese Festival**

Odessa, NY

July 27

The Finger Lakes Cheese Festival is a day-long event with a host of the region's creameries, culinary bites by local farms and vendors sampling and selling, and local wineries, cideries and breweries, in addition to cheese making classes, cooking with cheese demos by top regional chefs, liquor-pairing seminars and hayrides.

[www.flxcheese.com/the-finger-lakes-cheese-festival](http://www.flxcheese.com/the-finger-lakes-cheese-festival)



### **Park Ave Summer Arts Festival**

Rochester, NY

August 3-4

Over 350 artists and craftspeople, three stages of entertainment, food and shopping along a 1 1/4 mile stretch of trendy Park Avenue in downtown Rochester. Free Admission.

[www.rochesterevents.com/park-ave-festival/](http://www.rochesterevents.com/park-ave-festival/)

### **Fox Run Vineyards Garlic Festival: 27<sup>th</sup> Anniversary**

August 3-4

Fox Run Vineyard – Penn Yan, NY

Cold wine and garlicky food can be found at the 26<sup>th</sup> annual Garlic Festival held in the heart of the Fox Run Vineyards. Featuring an array of garlic growers with 15 different varieties for cooking and planting! There's also a cooking demonstration tent with local chefs that share their favorite recipes.

[www.foxrunvineyards.com/events-garlicfestival.asp](http://www.foxrunvineyards.com/events-garlicfestival.asp)

### **Palmyra Pirate Weekend**

Palmyra, NY

August 9-10

This full weekend of pirating adventures features the Pillage 'N the Village Bed Race Regatta, Pirate & Kazoo Band Parade, Pirate Window Painting Contest, canal boat rides, Shakespeare in the Park, Pirates' Bazaar at the Marina and Main Street Merchants' Sidewalk Sale, wine and rum tasting & Palmyra Farmers' Market, pirate costume party, museum and walking tours, pirate tales, live music, food, children's games and more!

[www.eriecanalpirates.com](http://www.eriecanalpirates.com)

### **Woodstock 50**

Watkins Glen, NY

August 16-18

Woodstock 50 will bring peace, love and music to a town with a natural backdrop as stellar as the anticipated lineup. Heading the event is the original promoter of the 1969 festival, Co-Producer and Co-Founder Michael Lang, who is gathering a world-class team to curate the festival and its lodging areas on 1,000 acres of greenfield, all at the famed [Watkins Glen International](http://www.watkinsgleninternational.com) and surrounding area.

[www.woodstock.com](http://www.woodstock.com)

### **Great New York State Fair**

Syracuse, NY

August 21 – September 2

New York State's largest annual event, the Great New York State Fair draws an estimated one million people annually. From music at Chevy Court or the Grandstand, wide varieties of food (including Dinosaur Bar B Que, roast beef sundaes and deep fried Oreos), an array of rides and amusements and numerous exhibitions it is a timeless family tradition. Past highlights have included the butter sculpture which is a different sculpture each year and a popular attraction located in the Dairy Building.

[www.nysfair.org](http://www.nysfair.org)



### **U.S. Vintage Grand Prix & Grand Prix Festival**

Watkins Glen, NY

September 6

This festival includes a Watkins Glen Grand Prix Tribute along the original six-mile road course through Watkins Glen, NY, along with vintage car and motorcycle showcases, and the SVRA's U.S. Vintage Grand Prix at [Watkins Glen International](#) raceway.

<http://www.grandprixfestival.com/>

### **Central New York's Tomato Fest: 34<sup>th</sup> Anniversary**

Auburn, NY

September 7

The Tomato Fest hosts vendors with locally grown produce, the Tomato Parade, a square dance performance and a market selling hand-crafted soaps, maple syrup and housewares. Not-for-profit organizations take part in TomatoFest, and proceeds from the festival benefit local food pantries.

[www.cnytomatofest.org](http://www.cnytomatofest.org)

## **New Accommodation Developments**

**Letchworth Farm B&B:** Walking distance from the Finger Lakes region's "[Grand Canyon of the East](#)," Letchworth Farm B&B sits on a stunning, 88-acre equestrian estate that's open year-round with beautiful vistas and a secluded guest-only lake area. Visitors are privy to four en-suite bedrooms along with the main house's sitting room, library and dining room. Guests can enjoy a traditional English breakfast before taking advantage of a pick-up service to Letchworth State Park, where hot air balloon rides showcase the best of the region's scenery. For those seeking to hone in on their equestrian skills, host Daisy Trayford – an international-level event rider known for being a **celebrity riding coach** – is available for private sessions.

[www.letchworthfarm.com](http://www.letchworthfarm.com)

**Mountain Horse Farm's Doggie Hotel:** A truly multifaceted property, Mountain Horse Farm is part elevated bed and breakfast, part wellness retreat nestled amongst 33-acres of bucolic and peaceful scenery. Visitors can choose to stay within the Lodge or the modern Carriage House while their canine friends stay overnight in the new doggie hotel with spacious, private suites with elevated beds for comfort.

[www.mountainhorsefarm.com](http://www.mountainhorsefarm.com)

## **Notable New F&B Developments**

**REDD:** Rochester, NY will see a new eatery by Michelin-starred chef Richard Reddington and business partner Dennis Wilmot. REDD will take inspiration from Finger Lakes regional markets and food vendors, with a connection to the chef's ties to Napa Valley. Reddington favorites expected to adorn the menu include wood-fired pizzas, house-made pastas, roasted meats and more.

[www.reddrochester.com](http://www.reddrochester.com)





**XO Taco:** A “punk rock Mexican” eatery, XO Taco boasts handmade tacos and options for all diners, from omnivores to vegans. With design a key element of the dining experience, the restaurant's namesake has been woven into the interiors and glowing, hot-red neon lips compliment fresh creative tacos, tequila-based cocktails and house-made salsas.

[www.xotaco.com](http://www.xotaco.com)

**Creole Soul Café:** After closing its original location in November 2018, the eatery known for its authentic, New Orleans-Creole cuisine has opened a new version of itself on the north side of Syracuse, NY. Creole Soul Café will continue to serve up its Po'Boys and burgers, pasta dinners and fried fish plates.

[www.creolesoulcafe.com](http://www.creolesoulcafe.com)

**Eden:** A farm-to-table collaborative, Syracuse's Eden takes food back to the roots of cooking with preparation over open flames. Headed by an award-winning cognitive neuroscientist and a chef with two decades of experience under his belt, Eden will rely heavily on local Finger Lakes produce and ingredients and foods produced and procured through sustainable methods – all to create an “eclectic American” menu.

[www.edencny.com](http://www.edencny.com)

**Rise N Shine on Westcott:** The Syracuse-renowned Rise N Shine Diner will open a second location in 2019 with an all-day, brunch-themed menu and cocktails. The eatery will serve some of the over-the-top breakfast sandwiches, pancake tacos, cereal milk shakes and other treats that have made Rise N Shine Diner so popular in recent months. Adult specialty drinks will include alcohol - such as adult lattes and hot chocolate. Other items will include eggs benedict and burgers, including ones sandwiched between pancakes.

[www.risenshinediner.com](http://www.risenshinediner.com)

**Hemp Wine Tasting Room:** Coinciding with New York state's \$10 million plan towards boosting its hemp industry, [Sovereign Vines](#) – know for being America's first hemp winery – will open its first tasting room this summer just south of Skaneateles, overlooking Skaneateles Lake and offering its repertoire of Finger Lakes wines blended with terpene, an aromatic and flavorful extract found in the buds of the hemp plant.

**Hollerhorn Distilling:** The tallest distillery in New York, Hollerhorn Distilling is a family-run business serving beverage ingredients sourced from local growers and using water from a spring that's right on-property. Boasting an elevated Spirit Room with locally sourced foods within an elevated experience, the distillery is set to become one of the region's best spots to learn about the craft of making spirits.

[www.hollerhorn.com](http://www.hollerhorn.com)