

WRITING SAMPLE #2 – Press Release re Proclamation Announcement

Manhattan Borough President Scott M. Stringer Declares May 23 Official “Spirits of Mexico Day” in Manhattan

-- Spirits of Mexico Recognized with Proclamation for New York City Festival --

The Spirits of Mexico Festival, North America’s largest event dedicated to celebrating the culture, history and appreciation for agave spirits, received an official proclamation from the Office of Manhattan Borough President Scott M. Stringer. May 23, 2012, will now be called “Spirits of Mexico Day” in Manhattan.

The California State Assembly as well as the City and County of San Diego have all officially recognized the Spirits of Mexico since its 2004 debut. This marks the first-ever proclamation awarded by New York City.

“I am proud to declare May 23, 2012, as Spirits of Mexico Day in Manhattan,” said Manhattan Borough President Scott M. Stringer. “The Latino community is the fastest growing community in New York City and their social, cultural and economic contributions to our daily life are immeasurable. It’s fitting that we celebrate these remarkable achievements—and our appreciation of their culture—through recognition of the agave plant and the singular role it plays in Latino cultural and culinary identity.

“I call on all New Yorkers to join with me in saluting this great community and its enduring traditions.”

Spirits of Mexico’s mission is to celebrate agave spirits and the tradition they represent through a series of tasting receptions, educational seminars and competitions. Through seminars hosted by recognized industry professionals, guests learn about the history and culture of each spirit, their impact on society, current trends and appropriate tasting techniques. It is the Spirit of Mexico’s belief that through education on all aspects of these distilled spirits, imbibers will consume responsibly and hold in the highest regard, the generations of master distillers and blenders whose art form is experienced in each drop.

This concept of celebrating agave spirits on a higher level was first executed in New York City when the Spirits of Mexico premiered in 2004 at the former Metrazur restaurant located on the East Balcony of Grand Central Station. Here, the public was introduced to the history of agave spirits, and from there, the festival platform was established where tequila and other expressions in its category would be celebrated as something to be sipped and enjoyed.

Now in its ninth year, the festival will make the first stop on its national tour in New York City May 23 and 24. The proclamation will be presented during the May 23 dinner and live auction event at Toloache 50, 251 West 50th Street.

“This proclamation is validation that New York City recognizes and supports our efforts in presenting the Spirits of Mexico with respect,” said Spirits of Mexico Founder and Event Director Dori Bryant. “We would like to thank Manhattan Borough President Stringer and his office for truly understanding the value of this festival and its integral role educating audiences and providing cultural enrichment.”

Master distillers and brand ambassadors of tequilas Apocalypso, Azunia, Casa 1921, Comisario, Corzo, Don Diego Santa, Don Julio, Herradura, Jose Cuervo, Luna Nueva, Milagro, Montalvo, Regional and mezcals El Tinieblo, Los Amantes, Maria, Mijes, Oro de Oaxaca and Scorpion will all participate at the newly deemed “Spirits of Mexico Day.”

Additional Spirits of Mexico partners include Crema Restaurante, La Palapa Cocina Mexicana, La Biblioteca, Agave Idiots Tequila Club, Modern Distillery Age and LatinVision Media, Inc. All of these partners have joined the cause to help spread and celebrate La Vida Agave, which translates loosely as the agave lifestyle -- the theme of the 2012 festival developed to reflect the overall essence that drives the Spirits of Mexico.

The Spirits of Mexico takes place in NYC, May 23 at Toloache 50 and May 24 at Agave NY. It then travels to Chicago July 11 to 12 and finishes in San Diego Sept. 9 through 15. For more information about the festival and to purchase tickets, visit www.thespiritsofmexico.com.

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