

FOR IMMEDIATE RELEASE
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A Taste of Sooke Joins with the Sooke Regional Tourism Association for Launch

Sooke, BC – July 17 – A Taste of Sooke, last year's wildly successful evening of restaurant samplings will reprise again this year on Thursday, July 30 from 7 to 9 pm. In conjunction with the event, the Sooke Regional Tourism Association (SRTA) will be unveiling the new Sooke regional logo and tag line. SRTA will man a tent just outside of the show from 4 – 6 pm, introducing people from the Sooke Region to the latest advertising and branding program for the area.

“We are delighted to be associated with the SRTA Kickoff Event,” says Evonne Black, President of the Sooke Fine Arts Society and member of the SRTA steering committee. “Over the years, the Sooke Fine Arts Show has been an attraction for tourism every summer, and the new SRTA program will expand on that idea, bringing in more tourism dollars throughout the year.”

The Sooke Chamber of Commerce has taken over as sponsor for A Taste of Sooke in 2009. “We have contacted restaurants from East Sooke to Port Renfrew and expect to have tasting platters from a wide array of establishments throughout the Sooke region,” said Jasmine Keys, chair for A Taste of Sooke. “We have changed the format somewhat this year, and will have staff serving hors d'oeuvres from several tables, with platters coming out in three waves over the course of the evening,” Keyes added. Wine will be available this year for a modest \$3 a glass.

In addition, SRTA will be doing a membership drive inside the show during A Taste of Sooke. SRTA encourages anyone attending to stop by the information booth to check out their new website and pick up a membership application.

“A Taste of Sooke has become a true celebration of the entire Sooke Region,” said Evonne Black. “The Sooke Fine Arts Show now serves to showcase not only the art, but also the music and the food of this fabulous area, with events that truly appeal to all generations.”

Other returning events this year include the Senior's Teas, sponsored by Halgren & Faulkner, Shoppers Drug Mart, and the Drs. Chris Bryant, Louise Morin and Brian Joslin, with complimentary afternoon tea offered to attending seniors, age 60 and over, from 2 – 4 pm on Monday and Friday during the show.

For the under-twelve set, Artz4Kids will again cater to the kids with various art projects and a scavenger hunt, with prizes for all. The Young Composers Group will supply the musical entertainment while demonstrations of weaving and soapstone sculpture will be done by local artists. The Bee's Knees Children's Store & More, and Glenn's Gardening Company are sponsoring the afternoon's activities.

For an early view of the show and an opportunity to be the first to buy, Purchasers' Preview Night is this Thursday, July 23 from 5 until 9 pm. Tickets for this event, sponsored by Roads End Contracting, Ltd., are \$25 and may be purchased in advance or at the door.

New events in 2009 include The Art of Wine – A Tasting on the evening of August 1st, Artz4Youth on Friday night July 31st and the two pre-registration-required courses offered in conjunction with the Victoria College of Art and Design. Information about these and all events is available at www.sookefinearts.com or by calling 250-642-7256.

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Backgrounder

The Sooke Fine Arts Society presents the Sooke Fine Arts Show, the premier juried fine arts show on Vancouver Island, each summer. The Society, a volunteer, non-profit organization founded in 2006, promotes awareness of the visual arts and appreciation for local artists from Vancouver Island and Gulf Islands.

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