



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board to Participate in the 2016 Pennsylvania Horticultural Society Philadelphia Flower Show

Pennsylvania native, football legend Jimmy Cefalo to offer weekend tastings, sign bottles

Philadelphia – The Pennsylvania Liquor Control Board invites Pennsylvanians to “Explore America” – and explore new wines and spirits – during the 2016 Pennsylvania Horticultural Society Philadelphia Flower Show from March 5 through 13 at the Pennsylvania Convention Center.

Celebrating the 100th anniversary of the National Park Service, “Explore America” promises to be an amazing show honoring the natural beauty and recreational opportunities U.S. national parks provide.

Pittston, Luzerne County native and Penn State and NFL football standout Jimmy Cefalo will autograph purchased bottles of Martini & Rossi and St. Germain products on Saturday, March 5, from 3:00 P.M. to 5:00 P.M. and Sunday, March 6, from 2 P.M. to 4 P.M. Cefalo, the “Voice of the Miami Dolphins,” is also a well-known wine enthusiast and the proud U.S. wine ambassador for Bacardi’s House of Martini.

Throughout the flower show, the PLCB will feature more than 150 wines and spirits from around the world through daily tastings available to show guests age 21 and older. Tastings will be featured from 2:00 P.M. to 7:00 P.M. Monday through Saturday and from 1:00 P.M. to 4:00 P.M. both Sundays of the show.

Additional tasting opportunities will be available during “Wedding Wednesday,” a special ticketed event from 6:00 P.M. to 8:00 P.M. on March 9. The PLCB will feature Chairman’s Advantage® wines that would perfectly complement a wedding reception. Two of the PLCB’s green-aproned Wine Specialists will be on hand to discuss pairings with event attendees.

For added convenience, the PLCB has an onsite Fine Wine & Good Spirits Store open from 1:00 P.M. to 8:00 P.M. Monday through Saturday and from noon to 5:00 P.M. Sundays, making it easy to purchase any new-found favorites from the tastings. Custom engraving of certain bottles will also be available. The store will be in “Base Camp” inside the convention center’s Grand Hall.

Proceeds from the flower show support the Pennsylvania Horticultural Society and its community outreach programs. For show tickets and more event information, visit www.theflowershow.com.

The PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol

producers and retailers. The PLCB also works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Taxes and store profits – totaling more than \$14.5 billion since the agency’s inception – are returned to Pennsylvania’s General Fund, and the PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, the Department of Drug and Alcohol Programs, other state agencies, and local municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

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