

Victoria Tea Festival Media Release



January 12, 2012
FOR IMMEDIATE RELEASE

North America's Largest Tea Festival Predicts Record Attendance for 2012

VICTORIA, BC: The countdown is on to the launch of North America's largest tea festival. The 6th Annual Tea Festival takes place Saturday, February 18th and Sunday, February 19th at Victoria's historic Crystal Garden. 4,000 Greater Victoria residents and visitors are anticipated to attend this weekend tea extravaganza that presents tea from every possible angle.

Festival attendees are invited to taste teas from around the world, sample tea-foods, attend complimentary presentations on a variety of tea topics, shop for hundreds of teas, tea-related products and exquisite tea wares, and bid on items in the Festival's Silent Auction.

"We're expecting record level attendance in 2012, due in part to media the festival attracted last year including the Globe and Mail, National Post, and the Washington Post," said Festival Chair Lisa Stekelenburg. "The Festival also has a loyal following of fans that come back year after year to sample and stock up on their favourite teas, tea products and tea wares."

Generous support from sponsors also plays an important role in making the event happen. "Murchie's has been a proud member of the BC community since the company was founded in 1894, said managing partner Kelly Robinson. We're delighted to be a Victoria Tea Festival Diamond Sponsor again this year and share our award winning teas with festival attendees."

Advance tickets are \$20 each; \$25 at the door. Attendees can also buy five tickets and get one free. For a complete list of ticket outlets, event details and presentation descriptions, visit www.victoriateafestival.com or call 250-370-4880.

The Victoria Tea Festival is a fundraiser for Camosun College's Child Care Services and is sponsored by Silk Road Tea, Murchies Tea & Coffee, Serious Coffee, Vancity, Times Colonist, Chek News and Ocean 98.5.

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