FOR IMMEDIATE RELEASE: New Mexico Wine Festival at Bernalillo
The Town of Bernalillo ends the festival after twenty-seven years
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The Town of Bernalillo has made the announcement that the New Mexico Wine Festival has come to an end after twenty-seven years. The annual Labor Day weekend event has been sponsored and produced by the Town since its inception in the 1980's. The festival was founded as a joint effort of the Town of Bernalillo MainStreet Association and the New Mexico Vine and Wine Society for the purpose of boosting a then budding wine industry and to draw tourists into Bernalillo.

"The New Mexico Wine Festival has served the intended purpose of promoting the New Mexico wine industry and the history of Bernalillo", said María Rinaldi, executive director of the festival, "We are extremely proud of the success of the festival and we wish to end on a high note". According to Ms. Rinaldi, the Town has concluded that due to changes in the market it is prudent to end this festival now. "Twenty-seven years is quite an achievement", said Mayor Jack Torres, "We have built strong relationships with our partners and it was a difficult but responsible decision for us to make". Ms. Rinaldi, who is also the Community Development Director for the Town, said the Town will continue to produce events at Loretto Park where the wine festival was held. "It has become a tradition to come to Bernalillo on Labor Day weekend", she said, "We will certainly continue the tradition that the original founders of the festival envisioned for Bernalillo".

The New Mexico Wine Festival is an award winning event; named a "Top 100 event in North America" by AAA, among other awards and honors. Known not only as a venue for wine, but entertainment, food, agricultural products and fine arts and crafts, the festival boasts a collection of commemorative posters by such artists as Betty Sabo, RC Gorman, Marcellus Medina, David Chavez, and many more well know New Mexico artists. The final commemorative poster was created by Bernalillo artist Nicholas Montaño. Commemorative items are available while supplies last at www.newmexicowinefestival.com .