

PRESS RELEASE

THE BROME LAKE DUCK FESTIVAL, AN EVENT NOT TO BE MISSED!



Knowlton, Quebec, August 9 2007 – Famous the world over for its Brome Lake duck, the village of Knowlton (Lac-Brome) is already gearing up for its now famous fall street festival, the Brome Lake Duck Festival.

Knowlton, known one of Quebec's most beautiful villages, will transform itself over two weekends this fall on **September 22-23** and continues the week-end of **September 29-30**. The hours will be from 11 a.m. to 5 p.m.

Highlights of the festival include a farmer's market, exhibiting local and regional goodies from maple products to local wines. Musicians, artists, entertainment and games for children are also on the agenda. Of course, duck specialties will be on the menus of local restaurants. This year's festival promises to be a feast for the senses, both culinary and visual as autumn's colours will be out in all their splendour.

Organizers invited Marie-Andrée Leblond, a local artist, to design this year's Duck fest poster. The poster is sure to become a collector's item for those connoisseurs of both art and gastronomy. The poster will be for sale in many of the village's boutiques and the Chamber of Commerce tourist offices in Brome Lake.

Culinary demonstrations

One of the most popular events during the festival is the daily culinary demonstrations offered by the many different chefs of the region every hour between 11 a.m. and 5 p.m. It's an excellent occasion for connoisseurs to learn the secrets of the art of cooking and serving duck.

Farmer's market

Dozens of local producers and artisans will be present in the Park to tempt the taste buds and the eyes with their interesting and tasty offerings. Among them are : Les p'tits péchés de Madeleine (chocolates), Projet d'une terre (smoothies, fresh fruit juices), Les trésors de l'Érable (vinaigrettes), Wish Buds (cards and bookmarks), Bio Bon inc. (breads, cakes, cookies, pies...), Les Produits Camelus (ostrich oil based beauty products), Les Distributions L'Escalier (jams, vinaigrettes...), Crousset inc. (seasonings, herbal teas), Vignoble le Cep D'Argent inc. (wines), Cabane du Pic Bois (maple vinegar), Douceurs de Géraldine (soaps and beauty products), Domaine Pinnacle (ice cider), Atelier Alondra (artisan) et Thés C.G. (teas, tea accessories...)

Knowlton, for its duck, and so much more!

For lovers of fine food and wines, The Brome Lake Duck Fest offers the perfect excuse for a delicious week-end in Knowlton while enjoying the charm and ambience of this historic village on the shores of Brome Lake.

Sponsors of the Brome Lake Duck Fest include Canards du Lac Brome Ltée, Brasserie McAuslan, Hydro Québec, Finances Québec, IGA Gazaille, Emballages Knowlton, CLD Brome-Missisquoi, Town of Lac-Brome and the Chamber of commerce of Lac-Brome, Gaz Propane Rainville, Shur-Gain, Raymond Chabot Grant Thornton, AR Belley.

A full program of activities will be available during the festival. For further information, please send us

an e-mail at info@cclacbrome.com or call us at 450-242-2870

GREAT DUCK RACE IS BACK!

The second edition of Knowlton's **Great Duck Race**, organized by the Chamber of Commerce of Brome Lake, will take place on **Sunday, September 30 2007**. The spectacular Duck release is scheduled for 1:00 p.m. on top of the Blackwood dam of the Millpond at Coldbrook Park.

Tickets are sold at \$5 each and are bundled in booklets of 5 tickets for \$20. The Great Duck Race will be the closing event of the Duck Festival and the Chamber expects to attract a great crowd into downtown Knowlton.

The Great Duck Race prizes are graciously offered by:

- 1.- Swiss International Airlines, two round-trip business class tickets Montreal-Zurich with Swiss International Airlines (\$ 13 572 value)
- 2.- « Shopping spree » offered by numerous Brome Lake's stores (\$ 2 500 value).
- 3.- Camlen, country furniture gift certificate (\$ 2 500 value)
- 4.- Bousada Interiors, couch and chair (\$1 500 value)
- 5.- Auberge du Joli Vent, « Romance and delicacies » package (\$ 500 value)
- 6.- Centre Électronique Informatique de Knowlton, radio satellite, DVD, MP3 (\$ 400 value)
- 7.- Auberge Lakeview Inn, dinner for 2 (\$ 170 value) and 2 Ski Bromont evening season pass (\$ 194 value)

The tickets can be bought at the Chamber's office at 255-C, Knowlton Rd and at participating stores of Lac-Brome.

For more information visit www.cclacbrome.com, call 450-242-2870 or write to info@cclacbrome.com

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Source :

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