

**\*\* PRESS RELEASE \*\***

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### **Chamber Announces Winner of Curb Appeal Contest**

Watkins Glen, NY – The Watkins Glen Area Chamber of Commerce Tourism Committee launched the Curb Appeal Contest in May. This contest was designed to beautify and improve the overall appearance of the area. It took place monthly from May through September and each month’s winner received a \$250 prize!

The contest was judged by members of the Tourism Committee. Judging criteria included overall appearance, cleanliness and maintenance, landscaping and planters, and window displays where applicable. The Chamber worked with Stillman’s Greenhouse in Montour Falls to offer coupons to businesses to encourage them to shop locally for flowers at the start of the summer season.

After judging was complete and scores were tallied, GRAFT wine + cider bar in Watkins Glen came out on top for the month of September, the last month of the contest for 2016. Congratulations and thank you to the team at GRAFT for their continued hard work and investment in beautifying their business.

Chamber President and CEO Rebekah LaMoreaux adds, “GRAFT wine + cider bar is a shining example of a beautiful and welcoming storefront. We appreciate their hard work and it is so wonderful to see that others recognize it as well. Congratulations to Katie, Christina, and their team! Special thanks to all of our participating businesses who took part in the Curb Appeal Contest 2016. We are excited to bring it back in 2017!”

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