

Finger Lakes Wine Country Tourism Marketing Association

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FOR IMMEDIATE RELEASE

FINGER LAKES NAMED WORLD'S MOST BEAUTIFUL WINE REGION BY *BUDGET TRAVEL* READERS

Finger Lakes Wine Country, NY (September 15, 2010) – [Finger Lakes Wine Country](#), New York was named the world's most beautiful wine region in the *Budget Travel* magazine's 2010 Readers' Choice Awards. Finger Lakes Wine Country is featured in the October issue, which arrived on newsstands September 21, 2010. This was the first-annual celebration of *Budget Travel* readers' favorite travel-related companies and destinations.

"We are tremendously honored to be named world's most beautiful wine region by the Budget Travel readers," commented Finger Lakes Wine Country Tourism Marketing Association president, Morgen McLaughlin. "To be recognized by our visitors speaks highly for Finger Lakes Wine Country."

Over the course of almost two months, 164,000 votes were cast at www.BudgetTravel.com by readers around the globe, on categories ranging from favorite apps to top island getaway. Finger Lakes Wine County and the North Fork of Long Island received 1,978, or 34 percent of the 5,887 votes in the category. California came in second with 1,477, or 25 percent of the votes in the category.

The Finger Lakes region was also named a top value destination, receiving 472, or 28 percent of the 1,671 votes in the category. The Dominican Republic topped the category with 501, or 29 percent of the votes in the category.

Finger Lakes Wine Country is one of the most affordable and beautiful wine country destinations in North America with three wine trails; over 100 wineries and over 400 unique things to do including shopping and dining experiences, world-class museums, and a local culture that is both warm and welcoming. For further information on this year-round destination visit www.FingerLakesWineCountry.com, www.Facebook.com/FingerLakesWineCountry, www.Twitter.com/FLWineCountry, or call 800.813.2958. Download the free Finger Lakes Wine Country mobile travel app for iPhone, iTouch, and BlackBerry at www.FLWC.mobi.

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