

## NEWS RELEASE

### Author and Event Expert Reveals Summer Food Festivals Drive Leisure Travelers

WINSTON-SALEM, N.C., June 6, 2017 /PRNewswire/ -- Winston-Salem, N.C.—Along with summer comes a multitude of food festivals honoring locally grown, made, bred, caught or naturally found products. To the delight of foodies everywhere, cherries, peaches, asparagus, rhubarb, seafood, barbecued pork, cheese and more are served with regional wines and craft beer while toes tap to jazz, blues and rock ‘n’ roll. According to event planning expert Lynn Fuhler, the World Food Travel Association’s recent report cited 75 percent of leisure travelers have been motivated to visit a destination because of a culinary activity. As many as 86 percent of the respondents claimed these were essential to a visitor experience.

Such destinations are as varied as Key West, Fla., for the Key Lime Festival (July 1-4), Marietta, Ohio for the Marietta Sweet Corn Festival (July 14-15) and Yarmouth, Me., for the Yarmouth Clam Festival (July 22-22).

As the author of the new book *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*, Fuhler can talk about:

- Why everyone is packing their bags this summer to discover a local experience.
- Why small bites leave festival-goers wanting more.
- How to maximize your next food event experience.
- 10 top things to look for when you search an event’s website.
- 3 reasons why chefs love to participate in food festivals.

#### Praise for Lynn Fuhler

“I have seen Lynn learn first-hand the right ways — and the wrong ways — to run festivals and major events. She learned from the best, learned from mistakes, and became a leader in the field. She has been where you are headed and knows how to guide you when you approach the fork in the road. It’s all here in her detailed roadmap, *Secrets to Successful Events*.”

— **Bob Andelman**, *The Wawa Way*, Host/Producer Mr. Media® Radio & TV Interviews

Credentials: Lynn Fuhler has successfully organized events and festivals throughout her career. She is the former tourism director of Clearwater Beach, Fla., and former chairman of the largest free jazz festival in the Southeast. She is the internationally known author of *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*, which is used as a textbook at one of 2017’s Top 15 Best Colleges, according to *U.S. News & World Report*. She has also written *Secrets to Successful Events Resource Guide*.

Availability: Central North Carolina, nationwide by arrangement and via telephone and Skype

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