



December 7, 2016

The Summit Federal Credit Union Wine & Chocolate Festival Comes to Buffalo First-Time Event Benefits the Buffalo Niagara American Heart Association

FOR IMMEDIATE RELEASE

BUFFALO, N.Y. –The Summit Federal Credit Union will sponsor the first Buffalo Wine and Chocolate Festival Saturday, January 28th at the Adam’s Mark Hotel in downtown Buffalo. The festival features numerous regional wine and chocolate vendors as well as other local businesses. Two sessions of the festival will be offered: an early session from 1 to 4 p.m. and a later session from 5 to 8 p.m.

Proceeds from the festival benefit the Buffalo Niagara American Heart Association. The event ties into the upcoming American Heart Month as well as Valentine’s Day, and will be red (and heart) themed. In 2016, The Summit held Wine & Chocolate Festivals in Rochester and Syracuse that were lauded by attendees and which raised significant funds for its beneficiaries. The festival sold out early when it was held in January, 2016 in Rochester.

“A huge part of The Summit’s mission and culture is giving back to the communities in which our members live and work,” said Cheryl Pohlman, Vice President of Marketing and Community Relations for The Summit Federal Credit Union. “Our Buffalo Wine & Chocolate Festival allows us to provide meaningful support to the Buffalo Niagara American Heart Association, as well as provide exposure to the 80 local vendors who exhibit at the festival.”

Starting December 19th, visitors to any of The Summit’s Buffalo branches can try to win a “Red Pass” for early admission to one of the festival’s sessions; details about the contest will be posted at www.summitfcu.org the week of December 19th. At the festival itself, The Summit will feature more contests as well as a signature chocolate-y sweet for festival-goers to taste.

Tickets to the festival, which are \$25 (and \$10 for designated driver tickets) are on sale now at all Buffalo-area Wegmans and at wineandchocolatefestivals.com/events/buffalo.

About The Summit Federal Credit Union

Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned, full-service financial cooperative. With approximately \$800 million in assets, The Summit has over 230 employees and provides a full range of affordable financial products and services to approximately 80,000 active members in Central and Western New York. For more information, visit www.summitfcu.org.

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