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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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Corning's Gaffer District and Chemung Canal Trust Company Welcome World Kitchen as Title Sponsor for Inaugural GlassFest

Corning, NY – **February 11, 2010** – Corning's Gaffer District and Chemung Canal Trust Company are pleased to welcome **World Kitchen** as a title sponsor for the inaugural GlassFest. The **GlassFest** event takes place May 27-30, 2010 and celebrates what is easily the most well-known piece of our city's history. From outdoor glassblowing demonstrations and neon displays to glass artists and local exhibits, this event truly captures the essence of Corning in a four-day event.

In a first-year effort that has already been heavily supported by local and regional organizations, Corning's Gaffer District is proud to be a part of World Kitchen's own 2010 celebration. As part of its 40th anniversary celebration in 2010, Corelle® dinnerware, one of the World Kitchen family of brands and a major Corning, New York, fixture since the brand's introduction in 1970, will be a title sponsor of the first GlassFest to be hosted by Corning's Gaffer District in May 2010.

"World Kitchen and its Corelle brand represent an integral part of the city's illustrious glass heritage," says Maureen Collins, Corelle brand director, "making us an ideal partner in the Crystal City's first GlassFest. We're honored to lend our full support to this worthy salute by the Gaffer District, the town of Corning and Steuben County."

For its part, World Kitchen will develop special activities and discount offers at its downtown *CorningWare-Corelle-Revere Factory Story* during GlassFest weekend.

Corning's Gaffer District Executive Director, Coleen Fabrizi, stated, *"We are thrilled with the enthusiastic support World Kitchen has committed to **GlassFest** as our title sponsor. It will be exciting to share event with a company with such strong ties to our community and its history."*

The glass festival boasts strong support from other community partners such as the Corning

Museum of Glass, Rockwell Museum of Western Art, the Steuben County Conference and Visitors Bureau, 171 Cedar Arts Center, and The ARTS Council of the Southern Finger Lakes, all of which contribute to our synergetic approach of promoting the growth of Corning, the Gaffer District and the region.

The event kicks off with a celebration at the Corning Museum of Glass on Thursday, May 27th, 2010. The event will take place during one of the museum's annual 2300 degrees events. For the most updated itinerary and artist participation information, please visit www.glassfest.org, follow us on Twitter using @gafferdistrict or check us out on Facebook!

Corning's Gaffer District

Corning's Gaffer District is a historic downtown business district with restaurants, retail, local art and world-class museums. The culture and uniqueness of our historic downtown is reflected in local architecture and restoration along with the events and promotions held throughout our annual events calendar. For more information, please visit www.gafferdistrict.com.

For More Information

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