

Community

Tuesday, November 5, 2013

A9

Charity

Cheers!

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Going more high-tech seems to have helped the Fraser Valley Wine Tasting Festival.

The 24th annual festival, organized by the Rotary Club of Langley Central, featured a bigger digital presence in the weeks leading up to the Nov. 2 gala.

And that helped lead to stronger ticket sales thanks to the convenience of online purchasing.

Coverage through the **Langley Advance** and sister publications in **Glacier Media** also helped generate more interest and more interest outside of Langley.

Before the event, 850 tickets sold, a strong turnout on par with the festival's best years and more than 750 ticket-holders turned out to Willowbrook Shopping Centre to enjoy an evening of tastings, gourmet eats and live entertainment.

Steve Carter, the club member overseeing publicity, said the safety message seems to have hit home.

"I noticed a lot of people getting dropped off [instead of driving themselves]," he noted.

Carter noted that the final tallies won't be in for a few days but it looks like it should be in the neighbourhood of \$40,000-\$45,000.

The money raised goes to help at-risk youth.

Planning for the 2014 wine festival starts next summer but until then, the Rotary Club of Langley Central will have other events, and works closely with other local clubs to fundraise and help the community.



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Andrew Peters and Adriana Fruttarol wandered through the crowd selling 50/50 tickets. Proceeds from this effort fund the Rotary club's Christmas hampers.



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Laura and Steve Rosset, of Aldergrove, raised a glass at the Fraser Valley Wine Tasting Festival.