



VILLAGE OF PINECREST

Press Release

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FOR IMMEDIATE RELEASE

Pinecrest to celebrate third annual Cognac Day and its sister city status with Cognac, France

Pinecrest, Fla. – Cognac is typically described by the aroma of flowers, fruits, nuts and spices. These smells are similar to what one encounters in Pinecrest Gardens, making it the perfect venue to celebrate the third annual Cognac Day and Pinecrest’s sister city status with Cognac, France.

Pinecrest Gardens will be hosting all things French from noon to 4 p.m. Saturday, February 15th with cognac tastings, a Musée Des Arts du Cognac poster exhibit, French cuisine and French music by the Miami Youth Symphony. One may even bump into a mime. Admission to the Gardens will be free in honor of the event. Pinecrest Gardens is at 11000 Red Road.

Vintage cognac poster available for download at: <http://ge.tt/3IU5LqJ1/v/0?c>

The exhibit was curated by Chantal Martell, who belongs to the 10th generation of the Martell family who has been making cognac since 1715. Martell loaned Pinecrest many of the vintage cognac poster reproductions for the exhibit and wrote historical commentaries.

The benefits of being a sister city with Cognac include student exchange programs, tourism and business promotions. The first Pinecrest-Cognac exchange students are expected to travel abroad early next year.

Pinecrest and Cognac are comparable cities in that they have about 19,000 residents each, both have residents with high levels of education and are both sustainability pioneers.

Pinecrest also acts as an educational point-city for knowledge about cognac. The village held an educational cognac presentation for 40 visiting U.S. mayors and councilmembers during a National League of Cities (NLC) conference held in Pinecrest last September.

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Only a specific type of brandy made in the Cognac region can be labeled as cognac under European Union rules. The spirit must be made according to strictly-defined regulations that include being matured in old oak barrels.

Pinecrest and Cognac's friendship stems from a chance meeting between Pinecrest Mayor Cindy Lerner and Cognac Mayor Michel Gourinchas and his delegation February 2012 at a luncheon sponsored by the Miami chapter of Les Dames d'Escoffier International. Les Dames (French for "The Women") is an organization of women leaders in food, wine, hospitality, and farming.

A week after the meeting, Mayor Lerner invited Mayor Gourinchas and his delegation to Pinecrest so that they can learn a little more about each other's communities. That day the Village welcomed Mayor Gourinchas and his delegation with a proclamation designating February 15, 2012 as Cognac Day.

Pinecrest's sister city status with Cognac was formalized last year when Mayor Gourinchas visited Pinecrest for the second time February 15th on Cognac Day and signed a formal agreement along with Mayor Lerner.

Cognac for the tasting will be provided by *Bureau National Interprofessionnel du Cognac (BNIC)*, an organization entrusted with public service missions on behalf of all the cognac growers and firms from the Cognac region. BNIC sponsored all previous cognac related events in Pinecrest. Lindsey Parris, who is an accredited cognac educator and certified by the BNIC, will once again share his in-depth knowledge of the complexities of cognac.

The *Musée Des Arts du Cognac* is entirely dedicated to the human, industrial and commercial adventure that is cognac. A variety of historical objects are on display in the museum - from a huge wine press to the smallest cognac miniatures and paintings and century-old advertising leaflets. The exhibition epitomizes the audacity and creativity that have been expressed since the 17th century in order to make cognac one of the noblest spirits.

Pinecrest Gardens is a premier venue for the arts, education and environmental conservation and preservation. It boasts 14 acres of native forested wetland, tropical hardwood hammock and native cypress slough hammock, attracting over 150,000 visitors per year. In October 2011, it was placed on the National Register of Historic Places making it historically significant on a local, state and national platform.

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