



VILLAGE OF PINECREST

Press Release

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FOR IMMEDIATE RELEASE

Pinecrest and Cognac, France students to kick off exchange program via Skype

Pinecrest, Fla. – Palmetto Middle School French Club students and Pinecrest Mayor Cindy Lerner are set to Skype with Cognac, France students and Cognac Mayor Michel Gourinchas at noon Saturday, February 15th from the Hibiscus Room in Pinecrest Gardens, 11000 Red Road.

The Skype session will kick-off a student exchange program between the sister cities and Pinecrest's official Cognac Day. The first Pinecrest-Cognac exchange students are expected to travel abroad early next year.

The Skype conversation is a prelude to a day full of all things French in Pinecrest Gardens in celebration of the second annual Cognac Day. There will a cognac toast, *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 and parking will be free.

The exhibit was curated Chantall Martell, who loaned Pinecrest many of the vintage cognac poster reproductions for the exhibit and wrote historical commentary for each piece.

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

Martell was instrumental in making Cognac Day a reality as her family is from Cognac and has been making cognac since 1715 under the Cognac Martell brand. Only a specific type of brandy made in the Cognac region can be labeled as cognac under

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European Union rules. The spirit is made by artisans abiding strictly-defined regulations that include the spirit is matured in old oak barrels.

The exchange of ideas among children is a very important element of the Pinecrest-Cognac sister city status noted Martell who, sponsors a Florida-Cognac university student exchange program through her company Le Cognac.

“It is my goal, Mayor Lerner’s goal and Mayor Gourinchas goal to give children the opportunity to learn about each other’s cultures, which may ignite a spark of curiosity that can grow global exchange and continue to protect the authenticity of the art of making cognac.”

Cognac for the cognac toast will be provided by *Bureau National Interprofessionnel de Cognac* (BNIC), which is an organization entrusted with public service missions and acts on behalf of all the cognac growers and firms from the Cognac region.

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 most noble 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.

Media is welcome to attend.

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