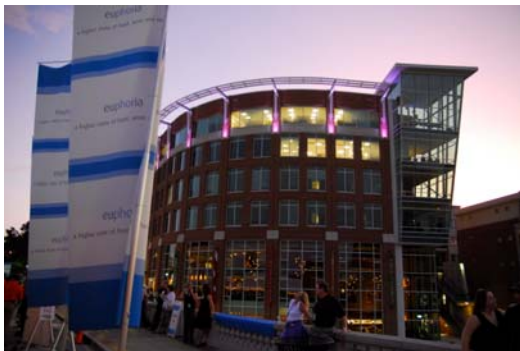


# euphoria

a higher state of food, wine and music

There is an awareness that is unleashed the moment all your senses are harmoniously content. When an expertly-prepared meal, married with perfect wines, is finished with music that moves your soul. That moment is known as Euphoria.

Welcome to Euphoria, a higher state of food, wine and music. World-class chefs, premier vintners and marquee entertainers will converge on downtown Greenville, South Carolina, for a weekend of harmonious bliss. Allow us to share the taste of this euphoric awareness at one of The South's premier food, wine and music festivals whose name was inspired from this very experience. [euphoria](#).



## A Mission. A Vision. A Dedication to Excellence.

Founded in 2006 by platinum-selling singer and songwriter Edwin McCain and restaurateur Carl Sobocinski, Euphoria educates, entices, enlightens, and entertains.

This highly anticipated weekend-long event includes exclusive tasting events, cooking demonstrations and wine seminars, as well as multi-course dinners and live musical performances. Dedicated to excellence, Euphoria features domestic and international wines, celebrity chefs, master sommeliers, and national recording artists.

Every September this long weekend event shines a spotlight on Greenville, South Carolina's thriving Culinary and Arts Communities. Greenville, situated at the foothills of the Blue Ridge Mountains, stands out with its award-winning downtown, vast entertainment options and diverse population.

Supporting the community, proceeds from Euphoria fund Local Boys do Good, the 501 (c)(3) created to benefit local non-profit organizations. Euphoria, a weekend destination event, impressed all with its passion for quality and value.

The objectives were four-fold:

- To create a destination event for food, wine and music lovers across the country
- To highlight the Culinary and Arts Communities of Upstate South Carolina
- To promote tourism in Greenville, SC
  - To raise a significant amount of money to give back to the community

## Board of Directors

Michelle Allison, South Carolina Bank and Trust  
Carol Black, Consultant  
Gina Boulware, Table 301  
Dan Collins, IMI  
Charles Duke, Elliott Davis  
Michael Fanning, Michelin NA  
Taryn Kraimer, TKPR  
Edwin McCain, Singer/Songwriter  
Melissa Simmons, Harrington Artist Management  
Carl Sobocinski, Table 301  
David Williams, Table 301

*Event Director: Britt Braun*

## Audience Appeal

Attracting more than 3,500 food, wine and music enthusiasts, Euphoria appeals to an affluent consumer of wine and luxury-lifestyle.

30-55 years of age

Annual household income of \$80,000 - \$250,000+

Purchases a new vehicle every two – four years

Purchases art or other luxury home goods two – four times per year

Is seeking financial goods and services, such as mortgages, life insurance and investment advice

Consider themselves connoisseurs of fine food and wine

Dines out five – seven times per month at a fine dining establishment

Purchases an average of two – three cases of wine per month

Frequently cooks and entertains at home for large dinner parties

Frequently attends, and travels to, ticketed music events

## 2008 Events Guests

More than 3,500 attendees over the four-day festival

More than 155 room nights booked at downtown hotels

Visitors from AL, CA, CO, FL, GA, IL, IN, MA, MD, MI, NC, NV, NY, OH, PA, SC, TX, VA and Alberta, Canada

## 2009 Participants

### Guest Chefs

Franck & Guy Savoy, Restaurant Guy Savoy, Paris

Tyler Brown, Executive Chef / The Hermitage Hotel

Scott Crawford, Executive Chef, The Umstead Resort; Cary, North Carolina

Tim Graham, Executive Chef , Tru; Chicago, Illinois

David Guas, Pastry Chef / Owner, Bayou Bakery; Alexandria, VA

Michael Kramer, Executive Chef, Voice Restaurant, Houston, TX

Michael Paley, Executive Chef, Proof on Maine; Louisville, Kentucky

Kent Rathbun, Chef, Abacus in Dallas & Jaspers; Dallas, Texas

Kevin Rathbun, Chef / Owner, Rathbun's, Kevin Rathbun Steak, & Krog Bar; Atlanta, Ga

Rick Tramonto, Chef Partner, Tru; Chicago, Illinois

Frank Stitt, Executive Chef, Highlands Bar & Grill & Bottega; Birmingham, Alabama



## Host/Local Chefs

Steven Greene, Chef/Partner, Devereaux's, Greenville, SC

Victoria Moore, Chef de Cuisine, The Lazy Goat, Greenville, SC

Shaun Garcia, Chef de Cuisine, Soby's, Greenville, SC

Anthony Gray, Executive Chef, High Cotton, Greenville, SC

Joe Clarke, Chef/Owner, American Grocery, Greenville, SC

Elizabeth Bardsley, Executive Chef, The Wine Cafe at Northampton Wines, Greenville, SC

Jason McCarthy, Executive Chef, Rick Erwin's West End Grille, Greenville, SC

Alex Castro, Executive Chef, Larkin's on the River, Greenville, SC





## Wine Seminar Educators

Wayne Belding, Master Sommelier, Court of Master Sommeliers, Boulder, CO  
Laura Williamson, Master Sommelier, Court of Master Sommeliers, Tucson, AZ  
Ron Edwards, Master Sommelier, Court of Master Sommeliers, Charlevoix, MI



## Musicians

Edwin McCain, Platinum-selling singer/songwriter, Greenville native & Euphoria co-founder

Mark Rapp, Rapp is a jazz trumpeter, composer and didgeridoo artist, originally from Florence, SC, now based in Geneva, Switzerland and New York City, US.

Anders Osborne, Guitarist and singer from Uddevalla, Sweden

Don Braden, Saxophonist, Composer, Educator





## Schedule of Events

### Friday, September 18th

#### Taste of the South

The perfect way to spend a Friday evening. Under the stars in downtown Greenville. Along the soothing currents of the Reedy River in the Wyche Pavilion and outdoor amphitheater of the Peace Center. Listening to live music by Edwin McCain and Friends. Dining on a full array of Southern dishes from a selection of the Upstate's finest restaurants. And pairing it with your favorite wine, beer or soft drink. Taste it all.

#### Friday VIP Party at ZEN

Zen sounds like the perfect venue to host an exclusive gathering of VIP guests searching for a higher state of food, wine and music. Offering late night hors d'oeuvres, cocktails and live music, this party is sure to be good for what centers you.

### Saturday, September 19<sup>th</sup>

#### Afternoon

#### The Tasting Showcase

Sip. Sample. Taste. And learn how they do what they do. Saturday morning kicks off with acclaimed chefs, local culinary stars, master sommeliers and talented musicians sharing insights on their craft through seminars and culinary demonstrations complemented with live musical performances. The Tasting Showcase features a Grand Wine Tasting, Gourmet food sampling and numerous lifestyle and cooking resources on display. The event will be held outside, in Downtown Greenville, from 11 am - 5 pm.

#### Times:

Cooking Demonstrations: 11:00 – 4:00 pm

Wine Seminars: 12 noon – 3:00 pm

Grand Wine Tasting and Gourmet Food Sampling: 1:00 – 5:00 pm

#### Wine Seminars:

12 noon      [Food & Wine Pairing](#)

Laura Williamson, Master Sommelier, Court of Master Sommeliers, Tucson, AZ

1:30          [Fundamentally Wine](#)

Ron Edwards, Master Sommelier, Court of Master Sommeliers, Charlevoix, MI

3:00          [South American Wines/ Wines from WAY Down South](#)

Wayne Belding, Master Sommelier, Court of Master Sommeliers, Boulder, CO

#### Cooking Demonstration Times (Chefs TBD shortly)

11:00 am – 4:00 pm

#### Evening

### [Downtown Guest Chef & Specialty Dinners](#)

Achieve euphoria through the superb art of wining and dining as guest chefs and winemakers from around the country combine their talents to host multi-course dinners at a select group of downtown restaurants. Your higher state awaits.

### [Guest Chef Dinner Venues and Chef Pairings:](#)

#### [VIP Ticket Holders Dinner](#)

##### [Devereaux's](#)

Guest Chefs:

Franck & Guy Savoy, Restaurant Guy Savoy, Paris

Host Chef:

Steven Greene, Chef/Partner, Devereaux's, Greenville, SC

#### [High Cotton](#)

Guest Chefs:

Frank Stitt, Executive Chef, Highlands Bar & Grill & Bottega; Birmingham, Alabama

Michael Paley, Executive Chef, Proof on Maine; Louisville, Kentucky

Host Chef:

Anthony Gray, Executive Chef, High Cotton, Greenville & Charleston, SC

#### [Rick Erwin's West End Grille](#)

Guest Chefs:

Scott Crawford, Executive Chef, The Umstead Resort; Cary, North Carolina

Michael Kramer, Executive Chef, Voice Restaurant, Houston, TX

Host Chef:

Jason McCarthy, Executive Chef, Rick Erwin's West End Grille, Greenville, SC

#### [American Grocery](#)

Guest Chefs:

Rick Tramonto, Chef Partner, Tru; Chicago, Illinois

Tim Graham, Executive Chef, Tru; Chicago, Illinois

Host Chef:

Joe Clarke, Chef/Owner, American Grocery, Greenville, SC

## [The Lazy Goat](#)

### Guest Chefs:

Kent Rathbun, Chef, Abacus in Dallas & Jaspers; Dallas, Texas

Kevin Rathbun, Chef / Owner, Rathbun's, Kevin Rathbun Steak, & Krog Bar; Atlanta, Ga

### Host Chef:

Victoria Moore, Chef de Cuisine, The Lazy Goat, Greenville, SC

## [Specialty Dinners:](#)

### [Champagne Dinner](#)

The Wine Café at Northampton Wines featuring Duval-Leroy Champagnes

### Chef:

Liz Bardsley, Executive Chef, The Wine Cafe at Northampton Wines, Greenville, SC

## **Sunday, September 20th**

### [Jazz Brunch](#)

The Reedy River feels more like a bayou for this New Orleans-style brunch buffet featuring dishes from nearly 20 local restaurants and live jazz music from acclaimed musicians Mark Rapp. Taste the spice, listen to the groove and let the good times roll.

### [Culinary Cook-off](#)

It's not all fun and games for our chefs. OK, it is...but in this event, we really put their talents to the test. Local and guest chefs team up to compete in multiple sessions of entertaining and educational live cooking demonstrations, finishing Euphoria on a truly high note.



## Ticket Options 2009

### Packages:

#### VIP Pass

\$850 Advanced (*until July 15*)

\$950 Regular

Why pick and choose when you can do it all with a Euphoria VIP Ticket? Taste the food. Drink the wine. Feel the music. And achieve a higher state. VIP Tickets are in limited supply and include:

BMW Mini-Driving Experience  
Taste of the South  
Friday VIP Party  
Tasting Showcase  
VIP Guest Chef & Winemaker Dinner @ Devereaux's  
Jazz Brunch & Culinary Cook-off  
VIP Event Credential & Gift

#### Weekend Pass

\$225 (*only available until  
July 15*)

Includes one ticket to each of the following events:

Taste of the South  
Tasting Showcase  
Jazz Brunch & Culinary Cook-off

### Individual Event Tickets:

#### Taste of the South

\$100

Friday, September 18, 2009

6:00pm – 10:30pm

#### ***Peace Center Amphitheatre (Dow Brands Amphitheater)***

*The perfect way to spend a Friday evening. Under the stars in downtown Greenville. Along the soothing currents of the Reedy River. Listening to live music by Edwin McCain and Friends. Dining on a full array of Southern dishes from a selection of the Upstate's finest restaurants. And pairing it with your favorite wine, beer or soft drink. Taste it all*

#### Tasting Showcase

\$100

Saturday, September 19, 2009

11:00am – 5:00pm

#### ***Downtown Greenville on Main Street/Broad***

*Sip. Sample. Taste. And learn how they do what they do. Saturday morning kicks off with acclaimed guest chefs, local culinary stars, master sommeliers and talented musicians sharing insights on their craft through a series of wine seminars and culinary demonstrations*

*complemented with live musical performances. The Tasting Showcase features a Grand Wine tasting, Gourmet food sampling and numerous lifestyle and cooking resources on display.*

### **Guest Chef & Winemaker Dinner**

Saturday, September 19, 2009

7:00pm

***Downtown Restaurants (see below for participating restaurants/tickets)***

*Achieve euphoria through the superb art of wining and dining as guest chefs and winemakers from around the country combine their talents to host multi-course dinners at a select group of downtown restaurants. Your higher state awaits.*

#### **American Grocery Dinner \$125**

Joe Clarke, Head Chef, American Grocery

Guest Chefs:

Tim Graham, Executive Chef, Tru, Chicago, Illinois

Rick Tramonto, Chef Partner, Tru, Chicago, Illinois

#### **High Cotton Dinner \$125**

Anthony Gray, Executive Chef, High Cotton

Guest Chefs:

Michael Paley, Executive Chef, Proof on Maine, Louisville, Kentucky

Frank Stitt, Executive Chef, Highlands Bar & Grill Bottega, Birmingham, Alabama

#### **Rick Erwin's Dinner \$125**

Jason McCarthy, Executive Chef, Rick Erwin's

Guest Chefs:

Scott Crawford, Executive Chef, Herons in The Umstead Hotel and Spa, Cary, North Carolina

Michael Kramer, Executive Chef, Voice Restaurant, Houston, Texas

#### **The Lazy Goat Dinner \$125**

Vicky Moore, Executive Chef, The Lazy Goat

Guest Chefs:

Kent Rathbun, Chef, Abacus & Jaspers, Dallas, Texas

Kevin Rathbun, Chef/Owner, Rathbun's, Kevin Rathbun Steak, & Krog Bar, Atlanta, Georgia

#### **Northampton Wines Specialty Champagne Dinner \$125**

**Featuring Duval Leroy Champagne**

Elizabeth Bardsley, Executive Chef, Northampton Wines

### **Jazz Brunch & Culinary Cook-off *presented by South Carolina Bank and Trust***

Sunday, September 20, 2009

10:00am – 2:00pm (choose your time below)

***Downtown Greenville on Main Street/Broad***

## **Jazz Brunch**

*The Reedy River feels more like a bayou for this New Orleans-style brunch buffet featuring dishes from nearly 20 local restaurants and live jazz music from acclaimed Jazz musicians Mark Rapp and Don Braden. Taste the spice, listen to the groove and let the good times roll.*

## **Culinary Cook-off**

*It's not all fun and games for our chefs. OK, it is...but in this event, we really put their talents to the test. Local and guest chefs team up to compete in multiple sessions of entertaining and educational live cooking demonstrations, finishing Euphoria on a truly high note.*

## **Jazz Brunch & Culinary Cook-off**

**\$45 Adult**

**\$15 Child**

## Euphoria's Mission

Euphoria seeks to present a first-class, multi-day event for food, wine, and music lovers that raises significant funds for charities while also promoting tourism and enhancing the reputation of Greenville, South Carolina as a premiere culinary and performing arts destination.

## Phor Charity

While Euphoria exposes local, national, and international visitors to the high quality of music and culinary arts being performed in Greenville, South Carolina, it also exists for charities. Euphoria is organized and presented by Local Boys Do Good ("LBDG"), a non-profit organization exempt from taxation under Section 501(c)(3) of the Internal Revenue Code. All net proceeds from Euphoria are distributed by LBDG through direct grants to other charities – mostly in upstate South Carolina – that focus on providing sustenance to those in need (food, hunger, and health), educating (through music, performing arts, or otherwise), or supporting children. These areas of focus are consistent with the charitable interests of LBDG's Founding Directors and Board.

The amount Euphoria has raised for charities has increased in each of its first three years. Since its inception in 2006, LBDG has received more than 100 grant applications and requests. Funds distributed from 2006-2007 events totaled more than \$70,000 in cash to deserving charitable organizations, and including in-kind donations for 2006-2007, LBDG has provided more than \$85,000 in charitable donations. Funds from the 2008 event will be distributed late spring/early summer of 2009. While harder to quantify, the success of Euphoria also clearly benefits Greenville and the Upstate by enhancing the community's reputation as a leading culinary and arts destination.

In the past three years, net proceeds from Euphoria have been used to benefit the following charitable organizations:

[A Child's Haven](#) is a place of uplift and transformation for young children whose development has been delayed by poverty, neglect and abuse. Since 1992 this agency's objectives have been to heal the child, strengthen the family and chart a pathway to success for all. A Child's Haven serves children and their families in Greenville County who have been referred by the Department of Social Services/Child Protective Services (DSS/CPS) and other agencies such as Mental Health. Since its beginning, A Child's Haven has served over 800 children and their families. For more information, visit [www.achildshaven.org](http://www.achildshaven.org).

[Diligent Hand, Gracious Hearts](#) has been taking care of elderly homeowners' lawn maintenance since 1999. By providing these services free of charge, staff and volunteers for DHGH hope to release some of the stress and anxiety that elderly homeowners feel. Diligent Hand Gracious Hearts hopes to increase the number of citizens served with the money from Local Boys Do Good. For more information, visit [www.dhgh.org](http://www.dhgh.org).

[The Frazee Dream Center](#) is an after school and summer program for under-resourced children, aged 6-13, in the downtown Greenville area. In January 2007, Matt and Jenny Reeves, other couples, and donors founded the Frazee Dream Center with the belief that the center could provide the help and hope that the neighborhood needed. The Frazee Dream Center offers children assistance in academics, emotional wellness, character development, and sportsmanship. For more information, visit [www.frazeecenter.com](http://www.frazeecenter.com)

[Friends of the Reedy River](#) is a local, grassroots, volunteer-based, non-profit conservation organization dedicated to promoting, preserving and restoring the Reedy River. In 1993, a handful of concerned citizens established Friends of the Reedy River. Recognizing the historic importance of our "hometown river", the organization has sought to preserve the rich history and cultural heritage that revolved around the river, and to restore the natural environment along the Reedy. Friends of the Reedy River has been involved in projects aimed at protecting the unblemished reaches of the river, restoring areas already impacted, curbing the impacts of sprawl and development, and establishment of trails and park space. For more information, visit [www.friendsofthereedyriver.org](http://www.friendsofthereedyriver.org).

[Greenville Family Partnership](#) began in 1984 with a group of individuals determined to keep kids off drugs, tobacco, and alcohol. Providing information, promoting awareness, organizing task forces, and hosting community events, such as Red Ribbon Week, are some of the strategies keeping children safer and healthier. The goal to be reached with this donation is an advance in peer health training, specifically training 20 peers and impacting 150 youths. For more information, visit [www.gfpdrugfree.org](http://www.gfpdrugfree.org).

[GOF0 Health & Education, Greenville's organization for Organic food](#), educates the public about the environmental benefits of sustainable agriculture. Through cooking classes, activities such as "Be an Organic Farmer for a Day," and partnerships with the Upcountry History Museum and 4-H organization, GOF0 is teaching the community how to lead healthier lifestyles. The particular program being funded is 4-H Grow Healthy Kids, a summer program in which Greenville public schools plant vegetable gardens and increase environmental education. For more information, visit [www.gof0healthandeducation.org](http://www.gof0healthandeducation.org)

[Hands on Greenville](#) has helped individuals, families, and groups find volunteer opportunities at over 100 service organizations since 1994. It encourages civic engagement by partnering with others to identify and respond to the changing needs in the community. By providing flexible scheduling and commitments and a variety of services, Hands on Greenville delivered close to 17,000 hours of service last year. This donation will help fund the youth component of "Hands on Greenville" day. For more information, visit [www.handsongreenville.org](http://www.handsongreenville.org)

[Loaves & Fishes](#) was founded in 1991 by Sam Hunt, a local banker, who was inspired by a similar program in New York City. This food rescue organization donates perishable food, which would otherwise be wasted, to approximately 100 human services agencies and programs. In its first year, Loaves & Fishes rescued and donated 25,000 pounds of food. Today, with a staff of four, and 60 regular volunteers, that number has grown to around 750,000 pounds of food each year. For more information, visit [www.loavesandfishesgreenville.com](http://www.loavesandfishesgreenville.com).

[The Meyer Center for Special Children](#) was founded in 1954 by Dr. Leslie Meyer who strongly believed in the importance of education for every child. For over 50 years, the Meyer center has helped children reach their potential by offering high-quality, affordable developmental education, therapy, and family support services. Over 125 special needs pre-school children receive these services each year. The Meyer Center hopes to fund the music therapy program with this donation, which is an ongoing project that receives 100% attendance. For more information, visit [www.meyercenter.org](http://www.meyercenter.org).

[Pleasant Valley Connection](#) is a multi-activity community center serving the youth and seniors in the surrounding areas. The After School program addresses the educational needs, life skills, and character development of young people in Greenville, while the programs for older members of the community offer health seminars focused on wellness and nutrition. The money from Local Boys Do Good will help fund the National Night Out, a nationwide crime and drug prevention evening that occurs in individual neighborhoods. For more information, call (864) 236-0151.

[Project Host](#) is a soup kitchen in downtown Greenville founded in 1981 as an outreach program of the local Episcopal Church. Since then, Project Host has expanded to accommodate the city's needs and currently operates a 185-seat dining area and a fully-equipped commercial kitchen. Open year-round from 11am to 12pm, Project Host offers a meal to anyone who needs it. They also operate a Community Culinary School, teaching participants the skills they need to acquire a position in the service industry. Last year alone, Project Host served over 71,000 meals to the needy. With this donation, Project Host is dedicated to providing lunch every day of the year and graduating 60 students from the culinary school. For more information, visit [www.projecthost.org](http://www.projecthost.org).

[Special Olympics](#) is an international organization helping individuals with intellectual disabilities become physically fit, respected members of society through sports training and competition. Offering year-round training and competition for 30 Olympic type sports for both adults and children, Special Olympics currently serves 2.5 million people in over 180 countries. Participants have shown improved motor skills and physical fitness, increased self confidence, and a more positive self-image. This donation will specifically help fund the fall games in Anderson. For more information, visit [www.specialolympics.org](http://www.specialolympics.org).

[St. Francis Foundation](#) established in 1982, the St. Francis Foundation is the philanthropic arm of the Bon Secours St. Francis Health System. St. Francis Foundation is a charitable foundation that supports the healing mission of The Bon Secours St. Francis Health System. We seek out kindred spirits to join in generosity, embrace possibilities, and bring comfort, joy and hope to the community. One of the ways the Foundation helps St. Francis to serve the community is through the support of the programs of the department of Community Ministries. Some of those programs include Greenville Dental Project, Health at Home Books, Healthy Connections, Covered the Uninsured Week, Community Dialogues, and Vision for the Health & Wellness. For more information, visit [www.stfrancisfoundation.com](http://www.stfrancisfoundation.com).

[South Carolina Children's Theatre](#) purpose is to educate and stimulate the minds and imaginations of young people and their families through participation in high-quality theatre, year-round education, and accessible outreach. South Carolina Children's Theatre offers a year-round educational program in the dramatic arts providing theatre instruction to young people ages 3 - 18 to develop performance, communication, cooperation, self-discipline, and critical thinking skills. Also a part of the South Carolina Theatre's endeavors is its Theatre Outreach Partnerships (TOPs), which provide educational opportunities in the dramatic arts for youth who are at-risk, disadvantaged, hospitalized, or have special needs, at no cost to the participants. For more information, visit [www.schildrenstheatre.org](http://www.schildrenstheatre.org).

[Triune Mercy Center](#) is a non-denominational mission church to the homeless. More than a hundred years ago, Triune was founded as a small Methodist church to worship God and teach the gospel of Jesus Christ. In 1989, Triune answered a new call to service when a few of its women opened the church doors to provide a hot meal for eight people. In the 19 years since, Triune has fed, clothed, and shepherded thousands of people who had nowhere else to turn. For more information, visit [www.thetriunemercycenter.org](http://www.thetriunemercycenter.org)

[Furman YMCA Interactive](#) is a location for High School Students in downtown Greenville that was founded by Furman and the YMCA. The center is open three nights a week for students to enjoy activities, such as film or concert series', or hang out with friends. The students are encouraged to participate in service activities, for which they are rewarded with credit that can be exchanged for music lessons, Ipods, or rafting trips, just to name a few. For more information, visit [www.ymcagreenville.org/teens.php](http://www.ymcagreenville.org/teens.php).

[YWCA Child Development Center](#) is the oldest and largest women's multicultural organization in the world, the YWCA strives to empower women and eliminate racism. The staff and volunteers offer career counseling, job training, childcare, and, most importantly, support for women in times of need. With over 25 million members in 122 different countries, the YWCA provides safe places for women and girls while advocating for women's rights. With this money, the YWCA will provide healthy foods for children in the Child Development program who typically do not have the opportunity to eat a well-balanced meal. For more information, visit [www.ywca.org](http://www.ywca.org).

[Zest Quest](#) is a not-for-profit children's health initiative that promotes physical activity, healthy eating habits, and improved health literacy. In 2003, the Surgeon General of the United States, Richard Carmona, addressed obesity as the fastest-growing cause of death and disease in America. Zest Quest has helped over 6500 students in the Upstate to become more aware of their lifestyle choices through curriculum-based educational and mentorship programs. Zest Quest hopes to fund parenting programs and educational events with this donation, as well as distribute newsletters to over 10,000 parents and raise awareness of children's health issues. For more information, visit [www.zestquest.org](http://www.zestquest.org).

## 2008 Marketing

**Posters** 100 placed in downtown area

**Outdoor Boards** 2 boards located in the Upstate area

**Print Campaign** The Greenville Journal, The Anderson Journal, The Spartanburg Journal, Garden & Gun Magazine, TALK Magazine, G—The Magazine of Greenville, Charleston Magazine, WNC Magazine, Upstate Weekend, LINK Magazine, City People, TASTE

**Direct Mail Campaign** A three postcard campaign mailed to 10,000 targeted homes. First mailing highlighted “Food” in June, second highlighted “Wine” in July and the third highlighted “Music” in August.

**Radio** 15 and 30-second spots on 4 local radio stations over a 4-week period

**Online Campaign & Calendar Postings** Publication and geographical event calendars (Southern Living, Wine Spectator, Wine Enthusiast, WYFF (NBC affiliate), Local Wine Events, Southeast Tourism Society, SCIWAY.net, Greenville Convention and Visitors Bureau, Southern Travel News, Upstate Today, Slow Food USA)

**Fulfilment Piece** Distributed to those requesting additional information as well as at events in Atlanta, through a partnership with Garden & Gun Magazine. The piece was also inserted into the Greenville Journal to 12,397 homes in early September.

**E-mail Blasts** Weekly e-mail blast sent to more than 5,000, each message targeting a different aspect of the event, for a total of 8 e-mail blasts

**Press Releases** Event updates distributed to local, regional and national media

**Media Attendance** The event was attended by media representing local, regional and national publications in the travel, lifestyle and epicurean categories, with attendance by national media representatives up from two in 2007 to 16 in 2008.

**New York Media Event** Held in May 2008 to introduce Euphoria to the national media. The event attracted representatives from travel, leisure, lifestyle, and epicurean outlets, including Best Life, Good Morning America, Ladies Home Journal, Food Arts Magazine, forbestraveler.com, Ecity.com, Retail Ad World, etc. It resulted in pre-event coverage, event attendance and/or post event coverage from 90% of the New York event attendees.

**Palm Cards** 7,500 placed in local businesses & with checks in participating restaurants

**Programs** 1,000 on-site during the weekend

**Website** [www.EuphoriaGreenville.com](http://www.EuphoriaGreenville.com)

## 2008 Web Results

**Statistics** The following statistics are for a four-month period from June to September:

- 59,429 Hits
- 17,472 Visits
- 14,305 Unique Visitors

**Referring Sites** All the major search engines, such as Google, Yahoo, AOL and MSN, as well as some other partner sites like mygourmetconnection.com and www.wyff.com were referring sites.

**Top pages viewed Past the Homepage**, the most frequently visited pages were "Phor the Schedule", "Phor the Tickets" and "Phor the Food".

**Most popular viewing time** Visitors browsed the site the most on Fridays, followed by Thursdays and then Wednesdays, corresponding with the outgoing marketing and traffic driving activities.

## PR Results

**Regional and National Media Attendance** The media attendance went up dramatically over previous years. Writers/editors from the following publications were in attendance: SC Magazine, Forbestraveler.com, Atlanta Journal Constitution, Incircle Entrée, Gayot.com Restaurant Travel Guide, Bleu Magazine, One Atlanta Magazine, Aficionada.com, The Wine News, Food and Wine Talk Radio, The Miami Herald, The Wine Times, New York Magazine, CondeNast Traveler, Retail Ad World, and Luxury Living Magazine.

**Pre-event coverage** The event was covered in multiple local, regional and national media outlets including, Ecityofstyle.com, Best Life, Go Carolinas (AAA), Wine Sublime, Bleu Magazine, Imbibe.com, My Gourmet Connection, Southernliving.com, G—The Magazine of Greenville, The Greenville Journal, The Greenville News, Skirt! Magazine and SC ETV Radio.

**Post event features and upcoming stories** Stories and features on the event and Greenville are scheduled to appear in the following publications over the next 2–10 months: Atlanta Journal Constitution, US Airways, The Wine News Syndicated Radio Show (6 different segments), New York Magazine, Aficianada Wine Blog, Retail Ad World, Incircle Entrée (Neiman Marcus cardholder publication), Organic Spa Magazine, One Atlanta, Ya'll Magazine, Luxury Living Magazine, The Vine Times, Gayot.com, and Miami Herald.

To review and read all stories and features on Euphoria, please visit the media section of [www.euphoriagreenville.com](http://www.euphoriagreenville.com).