



PRESS RELEASE

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Flurry Fest enjoys continued success

Grey Gables Inn repeats as Charlevoix's Hot Chocolate Champ

While the weather outside was frightful, the atmosphere was quite delightful for Downtown Charlevoix's Second Annual Flurry Fest. For the second consecutive year, local residents braved the chilly conditions and flocked to the warmth of local hot chocolate and the cool sounds of the Petoskey Steel Drum Band this past Saturday evening.

The event is a collaborative effort of the Charlevoix Area Chamber of Commerce and the Charlevoix Downtown Development Authority (DDA). Created to supplement the already popular Charlevoix Merchants Open House, Flurry Fest beckoned residents Downtown with the promise of wintry fun and community spirit.

Edgewater Bistro, the Grey Gables Inn, Sadie & Jake's Gallery & Café, Stafford's Weathervane Restaurant and Whitney's Oyster Bar vied for the title of "Charlevoix's Hot Chocolate Champ." The contest was especially tough this year with competitors enticing voters with a variety of tastes and toppings. In the end, the Grey Gables Inn repeated as Charlevoix's favorite and will retain the title of Charlevoix's Hot Chocolate Champ for another year.

Festival attendees were entertained by Jeff & Maggie, Tuba Christmas, the North Country String Band and the Petoskey Steel Drum Band under the heated tent on Bridge Street. The entertainment featured an eclectic mix of traditional holiday, folk and island music. Several festival goers demonstrated the impressive skill of moving to the beat while sipping piping hot chocolate while others were content to close their eyes and let the Caribbean rhythms take them away to a sunny beach in Jamaica.

Two of Santa's reindeer also made a special stop during a practice flight, to the delight of both young and old. The reindeer were happy to visit with festival goers and appeared especially fit and trim as they look ahead to their big night less than three weeks away. While unconfirmed, some sources indicate that the warm reception received by the reindeer might move Charlevoix up Santa's list of preferred destinations on Christmas Eve, resulting in an earlier visit than usual. Charlevoix's children are to be advised that an extra early bedtime might be in order on December 24.

Local business assisting in the underwriting and sponsorship of the Second Annual Flurry Fest include Bay Winds Federal Credit Union, Bingham Insurance Services, Charlevoix Ace Hardware, Charlevoix State Bank, Charlevoix Cinema, the Charlevoix Courier, Lite 96.3 and Northwestern Bank. Also providing critical event support were Charlevoix's Electric, Fire, Police, and Street departments.

"The timing of the event represents special challenges but the support of so many allowed us to offer another great event," said Keith Carey, executive director of the Charlevoix DDA. "When you inventory the number of businesses and individuals involved, this really ends up being a community event organized by the community itself."

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