

FOR IMMEDIATE RELEASE
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County Executive Attends 5th Annual Chautauqua Maple Promotion Day

Panama: -- Chautauqua County Executive Gregory J. Edwards traveled to Panama today for the 5th Annual Chautauqua Maple Promotion Day event. Held this year at Rock Hill Maple, the promotion day serves as a symbolic kick-off for the local maple season.

"I was pleased to again be invited to attend this annual event," Edwards said, "and get the chance to see sap being collected and processed into maple syrup.

Visitors to Rock Hill Maple were able to sample several items made from maple syrup, including maple candy.

Rock Hill Maple is owned and operated by John Goldberg and Roger Roush, and is located at 7256 Clymer Center Road in Panama.

"This operation is a blend of old and new, between the long history they've had here in the maple syrup industry, and the new technologies that are being brought to it," Edwards said.

Following the kick-off event, those in attendance were invited to the Rowdy Rooster restaurant in Panama for a pancake breakfast.

An educational event, the second purpose of Chautauqua Maple Promotion Day is to spread the word of the state-wide Maple Weekend events which will be held later this month. Now in its 15th year, Maple Weekend will be held over the course of two weekends: March 20 and 21, and March 27 and 28.

"I encourage everyone to visit one of our many maple producers in Chautauqua County on these upcoming weekends," Edwards added.

Maple Weekend is a collaborative marketing event in which producers from across New York State open their doors to the public in order to increase awareness of the maple industry in NYS.

For more information on the 2010 Maple Weekend, please visit <http://www.mapleweekend.com/>.

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