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Friends of the Center

NEW YORK
WINE & CULINARY
CENTER
agriculture • food • wine

Teaching kids how much fun healthy eating can be

A group of children watch wide-eyed as the Chef Instructor performs magic. Then, they make magic themselves: a delicious meal from a tempting selection of fresh, seasonal ingredients.



The New York Wine & Culinary Center (NYWCC) is the ultimate in “hands-on” education. Children enjoy nutritious food, teamwork and social interaction, and learn to choose and prepare foods that will help them be healthy today, and as adults.

Every week, we receive requests from schools and organizations asking for programs for children and teens. Unfortunately, they can rarely provide more than \$10 per student toward the \$60 per student cost of a typical hands-on cooking class.

In 2007, \$10,000 was raised that launched one youth program in 2008. That week-long program was so successful that it generated over \$45,000 for programs benefitting low-income youth. To ensure the future of such programs, this year we established an ongoing development program dedicated to securing charitable donations.

“If I can help one child take a class, it’s worth it.” –a Friend of the Center

Become a Friend of the Center

The New York Wine & Culinary Center had good friends to help get it off the ground. This world-class educational facility was the inspired collaboration of founding partners Constellation Brands, Wegmans, RIT, and the New York Wine and Grape Foundation.

Today the Center needs the help of even more friends—like you. With your help, we can make these learning experiences available to young people from all backgrounds, creating a healthy future for New York State.

The Center is a 501 (c)(3) non-profit organization, and your donation is tax-deductible. Funds will be used for general programming as well as specific NYWCC donor and Board of Directors approved programs.

To become a Friend of the Center, you can go online at www.nywcc.com, or contact Alicia Thompson, Development Coordinator, at (585) 394-7070 x116.



*“There’s a lot of kids that people might not think of as being interested in food and cooking. But they do want to learn, and the Center is a great place to do it. They love being there.”
–Boys & Girls Club of Rochester*

Learning... you can Taste!



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Invest in New York State's Future...

The New York Wine & Culinary Center returns more than \$1.5 million directly to the local and State economy annually, through its payroll and purchase of the local ingredients and New York State products featured in our restaurant, classes, and at events.

NYWCC also returns an incalculable investment to the community and to the state by attracting and educating visitors.

Every visitor learns about New York State agriculture and products, whether by seeing our exhibits or a culinary demonstration, participating in a hands-on kitchen class or a wine/beer and food tasting, dining in our restaurant, or attending a special event.

The mission of the New York Wine & Culinary Center is to engage, excite and inspire the people of New York State and the world in a celebration of New York wine and food.



The Center is a non-profit, educational and experiential gateway to New York State's incredible wine, food and culinary industries.

Here, visitors learn through delicious experience. The experience may be a hands-on cooking class or a culinary demonstration. It may be discovering wines and beers from all regions of New York State in our Tasting Room or dining in our Taste of New York Restaurant. Whatever the experience, more than 67,000 visitors each year learn about the abundance that New York State has to offer.



Once you savor the full flavor of New York, you'll want to share.

While the Center itself is open to everyone at no charge, the hands-on education and experiences we offer naturally incur reasonable costs—for fresh local ingredients, experienced and talented chefs and other staff, and much that goes on “behind the scenes” to make these programs possible.

We want to make these learning experiences available to as many people as possible, especially young people. Philanthropic gifts benefit the people who wouldn't otherwise be able to take part, by helping to close the gap between cost and ability to pay.



To be able to bring educational programs to children from disadvantaged backgrounds, we depend on your donations. As you savor the experiences of the New York Wine & Culinary Center, please consider becoming a Friend of the Center.



SUPPORT THE NYWCC FRIENDS OF THE CENTER YOUTH PROGRAMS!

Donor Name(s) how you wish to be listed in our publications _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail _____ Zip _____
 Enclosed is my contribution of \$ _____

My employer will match this gift; a matching gift form is enclosed.
 This gift is in memory/honor (circle one) of _____
 Please charge my credit card for \$ _____ Type of Card: _____
 Account number _____ Exp. _____
 Signature _____

Please make checks payable to: NYWCC. Mail all donations to: NYWCC, 800 S. Main St., Canandaigua, NY 14424.
 Thank you for your tax deductible donation.