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MEDIA RELEASE

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CULINARY ADVISOR JOINS NORFOLK FESTEVENTS

Norfolk, VA (April 2, 2014) – Norfolk Festevents is pleased to announce that renowned chef, food writer and historian, Patrick Evans-Hylton, will serve as the official Culinary Advisor to the organization.



Evans-Hylton, currently the senior editor for food and wine at *Coastal Virginia Magazine* and executive editor for *Virginia Wine Lover* magazine, will be directly involved in the key aspects of designing and guiding Festevents' food and beverage program.

A resident of Norfolk, author and teacher, Evans-Hylton loves the city and believes it to truly be the “hub” of the coastal Virginia region. He is excited to be working with Festevents to explore and share a new dimension of culinary experiences at the many festivals that Festevents creates and produces for the city.

Karen Scherberger, Norfolk Festevents CEO, has long believed that there is an undeniable link between food and festivity and has invested time and resources researching ways to enhance events and make them even more memorable for patrons. Both she and Evans-Hylton feel that food plays an integral part in celebration and a significant role in urban development. Together their goal is to help make the city of Norfolk even more of a culinary destination.

About his new role with Norfolk Festevents, Evans-Hylton said, “I am so excited to be working with Norfolk Festevents to add some fabulous foodie elements to a number of the wonderful festivals already established, and craft new events that will tempt the palate of the region. There are so many things to celebrate in Norfolk, and good eats and drinks is one; I can't wait for folks to see all the delicious things we have in store.”

Scherberger, excited about the association with Evans-Hylton, commented “We know for a fact that our fastest growing and most popular events are those focused on food and beverage themes.” She adds “With Patrick's direction and leadership, we look forward to introducing new features to current ‘tasting events’ like our Wine and Beer

Festivals, as well as launching new ‘foodie’ events to such popular festivals like Harborfest, Bayou Boogaloo and Cajun Food Festival, RibtoberFest, and Virginia Children’s Festival.” Scherberger also explains that Evans-Hylton has begun designing several new signature events that will roll out over the next two years.

For more information, visit www.Festevents.org or call 757-441-2345.

ABOUT NORFOLK FESTEVENETS, LTD.

Norfolk Festevents Ltd. is a private not-for-profit organization dedicated to producing premier concerts, festivals, ship visits and special events for residents and guests of Hampton Roads. Celebrating its 32nd season, Norfolk Festevents has garnered international acclaim for its outstanding quality programming. Norfolk Festevents is the official event marketing and production agency for the City of Norfolk.

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