



Corning's Gaffer District Announces Chemung Canal Trust Company as Presenting Sponsor for GlassFest Scheduled for May 2010



Corning, NY – **December 9, 2009** – Corning’s Gaffer District is pleased to announce **Chemung Canal Trust Company** as the presenting sponsor for GlassFest which was unveiled this morning during a press conference at the Chemung Canal Trust Company’s Market Street Branch. The **GlassFest** event takes place May 27–30, 2010 and celebrates what is easily the most well-known piece of our city’s history. From outdoor glassblowing demonstrations and neon displays to glass artists and local exhibits, this event truly captures the essence of Corning in a four-day event. *“We are delighted with the opportunity to team up with the Gaffer District, our neighbors on Market Street and other community partners in Corning and Steuben County to sponsor this new and exciting community event,”* said Michael J. Wayne, Chemung Canal Trust Company, Senior Vice President and Director of Marketing.

Wayne also notes, *“2010 marks the 25th anniversary of the opening of our Market Street office, we have developed extensive banking and trust relationships with the residents and business community of Steuben County, since the opening of our branch in 1985. Our sponsorship is one more way of thanking them for their business and to help the continuing effort of so many organizations to enhance the quality of life in our region.”*

Corning's Gaffer District Executive Director, Coleen Fabrizi, stated, *"We are thrilled with the enthusiastic support Chemung Canal Trust Company has committed to **GlassFest** as our title sponsor. It will be exciting to share this long anticipated event with a company whose dedication to Corning and the region is evident in all of their community outreach efforts."*

The timing of the event could not be better. In May 2009 during the height of national economic instability, Corning hosted the Ladies Professional Golf Association Corning Classic for the final time, a tradition that has brought not only spectators from around the country but over a million dollars to our local economy for more than thirty years. The introduction of GlassFest will provide a platform for our downtown and regional businesses to kick off the summer season and capitalize on the anticipated large influx of consumers. The opportunity that GlassFest represents is enormous, and long anticipated, by many fans of the Crystal City's history of glass worldwide.

The potential for a positive impact on the community is substantial. Peggy Coleman, President of the Steuben County Conference and Visitors Bureau, notes, *"When people hear Glass, they immediately think Corning, America's Crystal City. If the GlassFest simply matches the attendance of past Festivals of Art, it will bring upwards of \$1 Million. By embracing our glass heritage I believe attendance will far surpass art festival figures."*

The glass festival boasts strong support from other community partners such as the Corning Museum of Glass, Rockwell Museum of Western Art, the Steuben County Conference and Visitors Bureau, 171 Cedar Arts Center, and The ARTS Council of the Southern Finger Lakes, all of which contribute to our synergetic approach of promoting the growth of Corning, the Gaffer District and the region.

The event kicks off with a celebration at the Corning Museum of Glass on Thursday, May 27th, 2010. The event will take place during one of the museum's annual 2300 degrees events.