



PRESS RELEASE

POPULAR LOCAL ATTRACTIONS PAIR WINES & CUISINE FOR THEMED SAILING Tourists And Locals Keen To Experience Lockett Wines on the Water Sailings

(Halifax, NS - Friday, July 10, 2015)

Visitors seeking to use their time wisely in Halifax can now enjoy three essential elements of a Nova Scotia vacation within two compact hours on the city's waterfront. Murphy's the Cable Wharf pairs with Pete Lockett's valley winery, Lockett Vineyards, on Wednesday evenings to deliver "Wines on the Water" food & wine tastings.

"This experience delivers the memorable combination of quintessential Nova Scotia activities that guests are seeking," said Jeff Farwell, President of Murphy's (now merged with Ambassatours Gray Line), "Since we launched two weeks ago, the response has been phenomenal with brisk ticket sales and great #winesonthewater buzz on social media."

Wines on the Water pairs five different Lockett Vineyards' wines with five signature Nova Scotia food courses, all paced throughout a two-hour sailing aboard the Tall Ship Silva, Murphy's restored 130 foot, 1930s schooner.

"Our partnership with Murphy's is a splendid opportunity to expose both visitors and locals to the delightful varieties of Nova Scotia wines", noted Pete Lockett, owner of Lockett Vineyards, "Wine, along with specially-selected food pairings aboard such a charming venue, have quickly made this the hottest ticket in town."

The weekly event is co-hosted aboard the Silva by Lockett Vineyards winemakers and Murphy's guest chefs. Add live entertainment and this experience morphs into a friendly, floating, if somewhat chic, kitchen party.

"The Murphy's-Lockett combination of wine, cuisine and sailing is unique, and delivers all the elements of a memorable, themed, instagramable experience," said Glenn Squires, Chair of the Tourism Industry Association of Nova Scotia, "To grow tourism in this province we need more of these creative partnerships that deliver innovative experiences of a world-wide calibre,"

Wines on the Water takes place Wednesdays throughout July and August, with a capacity of up to 100 guests aboard the Silva each week. Tickets are \$85 per person. Wines on the Water is on social media #winesonthewater @murphyshalifax @lockettvineyards

ABOUT MURPHY'S-AMBASSATOURS

Murphy's The Cable Wharf's 2014 merger with Ambassatours Gray Line substantially expanded and diversified the combined companies' product offerings, creating Canada's largest land and water sightseeing tour company. Both established tourism companies have been offering top-quality, memorable experiences to visitors for over 25 years. The joint company now employs over 450 peak season staff and is the only company in the Gray Line family worldwide to offer both land and water tours. Throughout its impressive history on the Halifax waterfront, Murphy's has developed into a vibrant and diverse tourism sightseeing business: offering a wide variety of water tours, unique food & beverage experiences in its dockside restaurant. In 2014, Ambassatours-Murphy's was recently recognized by Prograss Magazine as one of the region's fastest-growing companies.

ABOUT LUCKETT VINEYARDS

In 2000, Pete Lockett purchased a 92-acre farm on Walbrooke Mountain in the Gaspereau Valley, Nova Scotia. During the next 10 years he transformed it into a working fruit and vegetable farm with crops ranging from peaches to artichokes. In 2002, the first two acres of grape vines were planted, and followed by successive plantings every year. The farm currently grows 30 acres of 11 different varieties, resulting in 9000 cases produced annually. After opening its doors to the public, as Lockett Vineyards Winery in 2011, it has undergone many additions and renovations and now offers unique customer experiences for all guests. Visitors can enjoy a beautiful lunch at the winery's bistro overlooking Cape Blomidon, make a free phone call anywhere in North America from famous phone booth, or enjoy an exclusive private dining experience in the Barrel Cellar.

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