

PWF 2017

Wine Madness

Instructions

What is “Wine Madness”?

The Pittsburgh Wine Festival is running a “Wine Madness” bracket during March Madness this year- so if you didn’t get a chance to fill-out a Basketball bracket, or if you just can’t get enough brackets to fill- you’ll love this.

To make it easy on you- we’re only starting with 16 wines, already matched up - 8 in the Grape Conference vs 8 in the Cork Conference. The matches will occur on Facebook- starting with 2 Grape Conference Match-ups & 2 Cork Conference Match-ups. The Match-ups will be decided by audience voting (yes, you can still vote if you submitted a bracket) One Wine will be assigned “HEART emoji” the other a “WOW emoji” - we will tally the Hearts & Wows to determine the winner.

For the first & 2nd rounds (Sweet Sixteen & Elite 8) voting for each match-up will run 48 hours - For rounds 3 & 4 (The Final 4 & Championship) voting for each match-up will run only 24 hours. In the end, we will declare 1 wine PWF Wine Madness Champion, and declare the winners of the Bracket Competition.

Our Facebook page-

[pghwinefestival](https://www.facebook.com/pghwinefestival)

Are there prizes ?

1. Of course! First of all - everyone is invited to purchase Grand Tasting Tickets for 35% off (whether you participate or not!) by entering promo code: MADNESS when ordering tickets.
2. We will be rewarding 1 winner 2 VIP Tickets for 1st place, 1 winner 2 2017 PGH Whiskey Festival Tickets - or- 2 Grand Tasting Tickets for 2nd Place & if we have

any tied winning brackets*, 3rd place will also receive Either 1 Grand Tasting ticket -or- 1 Whiskey Festival Tickets.

3. Don't worry if you already purchased VIP tickets, you'll get VIP tickets for NEXT year's festival - if you have Grand Tasting tickets already- you'll be able to choose if you want to upgrade to VIP for this year, or keep your GT Tickets this year and use your VIP tickets next year.

So what happens in a tie*?

-If more than 1 contestant has the same prize-winning bracket, we will look at the submission times to decide the winner- the first person to submit their bracket will be awarded 1st place - so, early bird gets the worm!

Where do I find the Bracket?

-Brackets will be posted to Social Media & our Website - we will update the official bracket (on our website) within 12 hours of each match-up's conclusion so you can keep score. We will also make regular Facebook, Twitter, & Instagram postings - follow us @pghwinefestival -

How Do I Submit a Bracket?

1. Download and complete your bracket on your phone or computer & attach the completed bracket to an email titled MADNESS - followed by your name to MEDIA@PGHWINEFESTIVAL.COM - please include your name, email address & a good way for us to contact you with your brackets.
2. Or- if you're into the old-school writing it out by hand thing enough that printing & scanning don't scare you- you can do just that... print the bracket- fill it out- scan it into your computer then email it to MEDIA@PGHWINEFESTIVAL.COM

***Remember title the email "MADNESS- *Your Name*" & include your name, email address & a good way to contact you in the email - yes, email is a fine way to contact you- just make sure it's an address you check!)**

Anything Else?

That about does it - remember the Master Bracket will be on our website, Voting for each match-up occurs on Facebook, and we'll do our best to keep you updated via social media & our website throughout. AND if you're not a bracket person but are into voting, you're welcome to vote on as many matches as you'd like & you can still enjoy 35% off Grand Tasting Tickets for this year's festival by entering promo code: MADNESS at check out.

If you have any questions or problems, feel free to contact us at-
MEDIA@PGHWINEFESTIVAL.COM

Cheers!

The 2017 Pittsburgh Wine Festival

Celebrating our 15th Anniversary

May 4th, 2017 - Heinz Field

www.pittsburghwinefestival.com

facebook.com/pghwinefestival