

h i g h l a n d p a r k

Lilac Festival

Bank of America



may 9 – 18, 2008

PRESSRELEASE

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2008 Vintage of the Popular Highland Lilac Perfume available soon!

ROCHESTER, NY—The Lilac Festival is pleased to feature the new 2008 vintage of the popular *Highland Lilac Perfume* and is making it available in advance of the Festival and just in time for Mother's Day. **Regularly \$49.95, the perfume can be purchased for \$39.95 on Saturday, May 3rd and Sunday, May 4th from 12pm-5pm at the Pansy Bed in Highland Park (corner of Goodman and Highland).** The first 1,000 customers who purchase the perfume this year will receive a free live Martha Stewart lilac. *Highland Lilac Perfume* will be available at official Lilac Festival Merchandise Booths in Highland Park during the Festival, May 9-18, 2008. (\$39.95 Festival pricing applies.)

Each Spring, the rare double flowering and other varieties of lilac buds and blossoms are harvested, collected and tested to make sure the perfumers and chemists have the exact match with the original formula. The selection and testing of rare oils takes many months, skilled perfumers and research chemists at the world-renowned International Flavors and Fragrances were commissioned to create this essence.

Proclaimed the Lilac Capital of the World's official Fragrance, it has won national awards and international gold medals, and has been presented to eleven US First Ladies. Their accolades place the fragrance among our national treasures. The director of Highland Park and its staff unanimously selected *Highland Lilac* as the fragrance most representing the Rochester Lilac at its peak. This is more than a fragrance; it is indeed a authentic breath of Spring found only in Highland Lilacs.

Bank of America, Title Sponsor of the 2008 Lilac Festival. Other major sponsors include: Democrat and Chronicle, Excellus BlueCross BlueShield, Labatt's, McDonald's of the Greater Rochester Area, Monroe Ambulance, Rochester Area Buick, Pontiac and GMC Dealers, Riverside Clarion Hotel and WROC TV8/FOX Rochester.