

FOR IMMEDIATE RELEASE  
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**LAKE GEORGE ELVIS FESTIVAL SIGNS LAKEGEORGE.COM AS TITLE SPONSOR FOR 2009:**

Partnership to Kick Off with Valentine's Day "Dancing with the King" Event

Lake George, NY (February 3, 2009) — The Lake George Elvis Festival, the second largest show of its kind outside of Memphis, announced today that LakeGeorge.com has signed on as the title sponsor of the festival for the next three years. Starting with this year's festival slated for May 28-31, the event will be titled the "Lake George.com Elvis Festival."

"We are very excited to have LakeGeorge.com on board as the headline sponsor to help create excitement about this year's festival," said Jason Sherry, director of the LakeGeorge.com Elvis Festival. "It's great to partner with a local company that sees the value in promoting its business by becoming a true marketing partner."

Owned and operated by Glens Falls-based Mannix Marketing, a Web site design and search engine optimization company, LakeGeorge.com was launched in 2008 to promote "everything Lake George." The comprehensive site provides lodging, attraction, restaurant and event information for visitors to Lake George, as well as guidance for those looking to make the picturesque region their new home.

"We are thrilled to be sponsoring an event of this magnitude," said Sara Mannix, founder and president of Mannix Marketing, whose company also just recently formed an online affiliation with Saratoga Today newspaper. "We are not only proud to be associated with a growing event, but also an organization that helps regional businesses during the off-season."

The new partnership will kick off on Saturday, Feb 14 with the Valentine's Day "Dancing with the King" - a spectacular evening featuring memorable Elvis music and dancing. The show, which starts at 7 p.m. at the Fort William Henry Conference Center in Lake George, will bring together Scotia's talented Drew Polsun and Jim Barone, one of the Northeast's best-known Elvis Tribute Artists.

Tickets for the show are \$33 in advance and \$38 at the door. To purchase tickets, please call (518) 681-7452 or visit [LakeGeorgeElvisFest.com](http://LakeGeorgeElvisFest.com).

Launched in 2004, the Lake George.com Elvis Festival brings more than 4,000 spectators to the shores of Lake George each spring to honor and celebrate the life and music of the King of Rock and Roll. Visitors, who come from across the nation and around the world to attend the festivities, book more than 1,000 room nights and dine at regional restaurants.

2009 sponsorship packages are still available. For more information, please contact Jason Sherry at (518) 664-0000 or [jason@sherrymanagement.com](mailto:jason@sherrymanagement.com).

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