



**Sippin' by the River at Penn's Landing
Sunday, October 3, 2010
Festival Pier at Penn's Landing, Philadelphia**

World-famous wines and beers, food sampling, cooking demonstrations, gourmet cuisine from area restaurants, and live entertainment from the band DAME will highlight this festival benefiting the Crohn's & Colitis Foundation of America. Visitors will have a chance to also visit special Belgian, German and Colonial Philadelphia pavilions to sample authentic beer and food. Admission Fee.

Proceeds from Sippin' by the River, which topped more than \$90,000 last year, benefit research, education, and support programs for people suffering from Crohn's disease and ulcerative colitis -- chronic digestive disorders of the small and large intestines collectively known as inflammatory bowel disease (IBD).

Pricing: Ranges from \$1,500 depending on setup size and logistics.

Attendance: 5,000

Demographics: Upscale singles and couples 21-45, male and female, higher income, social event goes

Time: 1-5pm



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