



Dear Friends,

We are excited to announce that the fourth annual Wine Down on False River will take place on April 5, 2025 in downtown New Roads, Louisiana. The event will feature fine wines, artwork, local cuisine, crafted cocktails, and live music. Guests can expect to explore Main Street while visiting galleries, boutiques, and restaurants and enjoying food and wine tastings that are scattered among a quarter-mile stretch on Main Street. Pointe Coupée Parish, where the City of New Roads is located, is a community steeped in rich history and culture and is one of the oldest settlements in the lower Mississippi Valley, and one of the oldest settlements in Louisiana. Originally the main channel of the Mississippi River, today False River is an oxbow lake, which is a horseshoe-shaped bend, that the Mississippi left behind when it changed course between 1713 and 1722. Today it is the beautiful backdrop for many homes on both sides of the bank as well as a recreational paradise for water sports. Generations have enjoyed water sports and fishing on False River.

Wine Down on False River will be hosted by Friends of Main Street and the Arts Council of Pointe Coupee, who will receive fifteen percent of all proceeds in exchange for volunteering at the event and continuing their amazing arts program in Pointe Coupee Parish. A non-profit since 2002, the Arts Council is involved in providing art-related experiences for children and adults in area schools as well as for the entire community. Their mission is accomplished through professional instruction, performances, and exhibitions designed to develop skills, appreciation and enjoyment.

We would like to offer you an opportunity to participate in this event by exhibiting and selling your art. Please reach out to us about how you would like to partner with us, and contact Gale Roy if you have any questions or need further information at [roygaleb@bellsouth.net](mailto:roygaleb@bellsouth.net) or (225)718-1574.

Sincerely,  
Wine Down on False River Committee



www.winedownfr.com

## ARTISTS PARTICIPATION AGREEMENT

**Commitment is due by Wednesday, March 5, 2025.**

\_\_\_\_\_ I agree to participate in the Wine Down on False River Grand Tasting on Saturday, April 5, 2025 from 6:00-10:00 p.m. and will provide artwork for display and sale.

**Description of artwork to be provided:**

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Please bring all needed materials to display the items presented including a table(s) and tablecloth.

For your participation, you will receive:

- Exposure to an exclusive, captive audience of 700+ wine drinkers and art lovers to market and promote your work in the company of distinguished Napa wineries.
- Inclusion of your logo on our website and marketing materials.
- Signage promoting your work on the day of the event.
- No fee to participate.

**Wine Down on False River:**

**Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Artist:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_