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## **LITTLE FALLS CHEESE FESTIVAL LOOKS TO “KEEP CHEESE ALIVE”**

LITTLE FALLS, NY (April 8, 2020) – With New York State’s “pause” extended through the month of April and so many people forced to stay home, the Little Falls Cheese Festival committee has launched an initiative to “Keep Cheese Alive” by supporting their vendors, which include regional cheesemakers and more.

“Shopping local is always a good idea—support your friends and neighbors, support your local farms, keep money in the community and region.” said Teri Chace of the Little Falls Cheese Festival planning committee. “But now, it might be an even better idea: your food will be handled by far fewer hands. You can buy directly from the producer. The food will be fresh and wholesome.”

The festival features various New York State farm-produced cheeses, from hard cheeses, goat cheeses, spreadable cheeses, yogurts, cheese curds to ice cream and gelato and more, with numerous New York-based gourmet food and craft beverage vendors to complement the cheeses. The Little Falls Cheese Festival website has just been updated with all the confirmed 2020 vendors, and the festival’s Facebook page will feature individual businesses so visitors can learn more about what they offer and how to support them.

“Small producers are in dire straits right now. They have been hit very hard and are in danger. We must help them survive,” said Chace. “Even amid this crisis, there are ways to safely support them. You can call and see if they ship, do local delivery, have on-site pickup or offer gift cards.”

The Little Falls Cheese Festival is New York State’s premier gathering of cheesemakers, with an estimated 6,000 people in attendance last year. Keep up to date with planning and vendor announcements by following the Little Falls Cheese Festival on Facebook, Instagram or visiting [littlefallscheesefestival.com](http://littlefallscheesefestival.com).

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