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**DOMAINE PINNACLE FOUNDER CHARLES CRAWFORD NAMED 2013  
« PERSONNALITE TOURISTIQUE DES CANTONS-DE-L'EST »**

**FRELIGHSBURG, QC, March 7, 2013** – Domaine Pinnacle, a leading producer of ice cider and other specialty alcoholic beverages, today announced that Charles Crawford, President and Founder, Domaine Pinnacle, has been named *Personnalité touristique des Cantons-de-l'Est* for 2013.

This title is being awarded by *Tourisme Cantons-de-l'Est* as part of the 28th annual *Grands Prix du tourisme Desjardins des Cantons-de-l'Est*. Prizes will be awarded tonight at a gala event held at the *Théâtre Granada* in Sherbrooke.

"I am very pleased to have been named *personnalité touristique* and I share this prize with the entire Domaine Pinnacle team," says Charles Crawford, President, Domaine Pinnacle. "The Eastern Townships are truly unique – a region to be enjoyed by all Québécois and our guests who come from all over the world. Domaine Pinnacle is proud to be part of a community of individuals and organizations who are working hard to make the Eastern Townships a top North American tourism destination. I would also like to thank *Tourisme Cantons-de-l'Est* for their continued support and for providing this opportunity for the people in our industry to come together and celebrate the place we call home," adds Mr. Crawford.

**About Domaine Pinnacle**

Domaine Pinnacle is a family-owned orchard and maple grove located on the southern slopes of Pinnacle Mountain in Québec's picturesque Eastern Townships. Founded in 2000, it has become the world's leading producer of ice cider. In 2010, Domaine Pinnacle also began producing *Coureur des Bois* products, made with 100% pure Grade A maple syrup, and Ungava Premium Dry Gin, made from indigenous Québec herbs and berries. Domaine Pinnacle's products are now available in 50 countries and have earned more than 60 international gold medals. For more information, please visit [www.domainepinnacle.com](http://www.domainepinnacle.com).