

For Immediate Release:

National Brand Visits The Gem City

DAYTON, OHIO, June 5, 2014 – Industry Events is continuing one of its missions to bring nationally recognized talent and products to the Dayton area. Most recently, Fabric Fest was brought to Dayton to assist burgeoning designers in making their mark on the fashion world. This time, Industry Events has invited Hamilton, OH based Tre J Cigars to Downtown Dayton to have a special tasting of their new premium cigar brand, VICARIAS.

Industry Events Cigar Series No. 1 will feature the Vicarias Brand premium cigars, as well as, have a tasting of select Whiskey brands. The event will also have a silent auction to benefit the Victoria Theatre Association. Industry Events owner Ed Dixon states, “It’s always nice to have an event where people can network, relax and support a great organization at the same time.” Also, in honor of the associations’ presentation of Million Dollar Quartet at the Schuster Center that weekend, attendees will enjoy a mix of music from the quartet members, Elvis Presley, Jerry Lee Lewis, Johnny Cash and Carl Perkins. The Cigar Series will be a monthly event held at different venues with different participating non-profits that are involved in the Dayton areas’ rich creative community.

John Johnson, President of Tre J Cigars, announced the launch of Vicarias, the company’s first brand of premium cigars back in March of this year. “We often find ourselves, while sharing time and experiences with our friends, living vicariously through the mingled cigar smoke. It’s who we are, it’s what we do! Thus our brand name Vicarias”, said Johnson. The launch featured three different cigars which will all be available for the event with varying strength and taste.

Cigars are a past time and recreational activity for many in the Dayton area and are available in many local humidors, such as The Wharf, The Market and Arrow Wine. However, with the state-wide smoking ban, they are generally only enjoyed seasonally on some of the patios of local area restaurants such as De’Lish Café, Salar and Lily’s Bistro. Industry Event hopes to help make the most of our Spring and Summer evenings with this event series.

Industry Events Cigar Series No. 1 will be held in Downtown Dayton from 6pm to 9pm on Saturday, June 21st at De’Lish Café located at 139 N. Main St. There is a cost for the cigars and Whiskey tasting but there is no charge for admission. Discounted tickets can be purchased in advance on Event Brite. The restaurant will also continue their full-service during the event.

For More Information, contact Ed Dixon at (937) 313-7886 or edixon@theindustryevents.com.