



FOR IMMEDIATE RELEASE

Media Contact:

Candice Terrell

513-342-8043

candice@fiercemarketing.co

Wine Festival Donates \$40,000 to California Fire Relief Efforts, Invites Community to Further Impact with Additional \$10,000 Matching Gift

Dozens of California wineries generously support the Cincinnati festival in March each year. Cincinnati's total fire relief donation amount could exceed \$60,000 with the community's help.

CINCINNATI – October 27, 2017 – The Cincinnati International Wine Festival announced today that the festival will donate \$40,000 toward fire relief efforts in California. The donation will be split evenly between the Napa Valley Community Disaster Relief Fund (Napa Valley Community Foundation) and the Sonoma County Resilience Fund (Community Foundation Sonoma County).

California wines and wineries have been an integral part of the success of the popular Cincinnati International Wine Festival since its inception in 1991. The festival has raised more than \$5.3 million dollars for 36 Cincinnati and Northern Kentucky charities dedicated to the arts, education, health and human services. Dozens of California-based wineries travel to Cincinnati each March to serve and showcase their wines in support of these local, charitable causes. Now, it's time for Cincinnati to give back to the generous California wine country that has given us so much.

The relief need in California is urgent, and the festival is taking immediate action to make a big difference through this significant gift. Additionally, the festival is inviting the Greater Cincinnati community and all wine lovers to join them to make an even bigger, collective impact in support of the relief efforts.

Starting today, the Cincinnati International Wine Festival will match every dollar donated toward this cause at <https://www.winefestival.com/cafirerelief/>, up to \$10,000. This significant matching gift opportunity will be available until November 15. The wine festival hopes to inspire the Cincinnati community to join them in giving back to those in need right now.

"There is no wine festival without wine," said Cincinnati International Wine Festival Board President Connie Wiles. "For 27 years, our wine friends from California and around the world have traveled to Cincinnati and helped us raise more than \$5 million for our local charities. Now, we want to help the wine country community during this time of great need. Through this donation and matching gift opportunity, we encourage all wine lovers to join us in making a difference in support of our friends in California."

If you've ever enjoyed a glass of California wine at dinner, at home or at the Cincinnati International Wine Festival, then the horrific fires happening in California affect you personally. Let's come together to make a real difference in rebuilding our beloved wine country. Join the Cincinnati International Wine Festival in assisting those impacted by the fires in California. Give now <https://www.winefestival.com/cafirerelief/>, and the festival will match every dollar you donate until November 15 (up to a total of \$10,000).

Through this matching gift challenge, the impact of our collective donations has the potential to exceed \$60,000. But we need your help! Give now at <https://www.winefestival.com/cafirerelief/>. Tax deductible donations of all sizes are welcome and appreciated.



FOR IMMEDIATE RELEASE

Media Contact:

Candice Terrell

513-342-8043

candice@fiercemarketing.co

##

About the Cincinnati International Wine Festival

The Cincinnati International Wine Festival is a Cincinnati-based 501(c)(3) organization established to raise funds for local charities through the celebration of the wine industry. It features 700 wines from 250 wineries across the globe, all for a great cause. The festival benefits 36 Cincinnati and Northern Kentucky arts, education, and health and human services charities, and has been giving back to the community since 1991. The patronage and support of the Greater Cincinnati community enables the festival to continue giving back locally, one glass at a time. The 28th annual Cincinnati International Wine Festival is set for March 8-10, 2018 at the Duke Energy Convention Center. Learn more at winefestival.com.