

April 16, 2012

Upcoming Meetings

- **Tuesday, April 24, 2012**
WCO Town Hall Meeting
Rockway Glen Estate Winery
9:30am – 3:00pm

PR Efforts – Wineries, please support our PR efforts and share the VQA economic impact and growth story!

****New Posters Available for winery retail stores. (Please contact the WCO to order)**

Keep the Buzz Going! \$12.29 is the economic impact of purchasing VQA wine. One of the core message for consumers is that “Buying VQA=Growing Ontario”.

Wineries please help us share this good news story within your various communication outlets including newsletters, blogs, websites, Facebook and Twitter (Twitter Hashtag #VQAadds12bucksplus)

Key Messages:

- Buying VQA=Growing Ontario
- Your VQA wine Purchase = 12.29 for Ontario

Follow: <http://www.winecouncilofontario.ca> for the Press release and KPMG study.

Competitions

Intervin International Wine Awards

Entries are now being accepted for InterVin 2012. Judging for InterVin 2012 takes place at White Oaks Resort & Spa, August 21 - 23. Online entries close Friday, July 27th.

The top-scoring wines will be announced starting in September, with the release of our best value wines that retail for less than \$15. Silver and gold medal winners are revealed the following month, via press releases and in a special InterVin Awards issue of *VINES* Magazine, which also spotlights the Top 10 Wineries of the Year and other significant results. Award winners are also circulated in *the National Post* in November as a preview to the InterVin showcase at the Gourmet Food & Wine Expo in Toronto.

All Canadian Wine Championships

The dates of the consolidation are the week of April 16th. The consolidation form is attached. West East Courier will pick up wines from Prince Edward County wineries the week of April 16, the deadline for all is Friday, April 20. Please ensure the boxes are clearly labeled.

Wine Country Ontario Website – Events posting

Be sure to submit your winery's event to www.winecountryontario.ca/submit-event for posting on the website. Content for the WCO social Media campaign will be pulling events from that site. ***BE SURE to enter your event with proper grammar, punctuation and capitals. We are finding many are not being entered properly and we need to re-write the postings.*** As we approach summer and more events are posted, your attention to this matter is much appreciated.

Canadian Cancer Society – Relay for Life

A team of staff members from the Vineland Campus (team name: Vineland Vanquishers) will be participating in The Canadian Cancer Society Relay for Life on June 22, 2012. The Canadian Cancer Society Relay for Life is more than just a fundraiser. It is an opportunity to get together with family and friends and celebrate cancer survivors, remember loved ones lost to cancer, and fight back in the hope of finding a cure for this terrible disease.

Last year, in our first year participating, the Vineland Vanquishers raised \$5000 for the Canadian Cancer Society by participating and fundraising for the Relay for Life. This year we hope to double this amount. We have already raised \$2000 by holding several events on the Vineland Campus.

On May 26, 2012 we will be holding a trivia night fundraiser at the Russell Avenue Community Centre in St. Catharines. The event promises to be a huge success that will help us reach our fundraising goal. All funds raised will go directly to the Canadian Cancer Society through the Relay for Life.

We are hoping that we can count on your support for this fundraiser. By supporting the Vineland Vanquishers you will be supporting a cause that can influence the health of all Canadians. The Canadian Cancer Society plays a critical role in funding research, providing information about cancer, risk reduction and treatment, and providing support for people with cancer and their families and friends.

We are asking you to help by either making a tax-deductible monetary donation, or a donation in the form of merchandise or gift certificates that can be used as prizes at the Trivia Night. We can arrange to pick these items up from you (local area only). Please note, any donation amount is always welcomed and very appreciated. Monetary donations should be made in the form of a cheque made payable to The Canadian Cancer Society.

If you require additional information regarding the Relay for Life and/or donations, please contact our team captain, Rachael LeBlanc, directly at 905-348-0523 or by email at: rleblanc@cogeco.ca. As well, if you require additional information about the Canadian Cancer Society Relay for Life, please contact the Fundraising Coordinator Michelle Harder at 905-684-6455 ext. 3157.

If you wish to donate please contact us to pick up the item by April 27, 2012. Thank you for your time and consideration, we look forward to your support!

For Sale

Stelvins for Sale - 50% OFF

40,000 pcs. Gold with Black VQA logo

60,000 pcs. Black with Gold VQA logo

(Sarantin liner)

Contact Marc Mousseau at Stoney Ridge Estate Winery at 905-581-7457