

News Release

FOR IMMEDIATE RELEASE

February 1st, 2018

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**PRESQUE ISLE WINE CELLARS GIVES BACK TO ITS COMMUNITY**

Through its WINE4GOOD Program, Presque Isle Wine Cellars will be donating a percentage of sales to various charitable organizations when customers purchase wine using the charitable donation codes that have been set up for each charity. Presque Isle Wine Cellars is proud of its local community and the wider wine and winemaking communities of which it is a part, and thankful to those communities for their support of the business. In an effort to be a good and helpful member of those communities, Presque Isle Wine Cellars has created the WINE4GOOD Community Giving Program to bring together the enjoyment of good wine with the enjoyment of helping community members in need.

In this program, Presque Isle Wine Cellars identifies deserving and effective charities to work with and creates a charitable donation code for each charity. The customer chooses the cause he or she would like to support by using the charitable donation code for their selected charity when placing their wine orders and Presque Isle donates a specified percentage of the sales from that wine purchase to the designated charities. The charitable organizations Presque Isle Wine Cellars works with are vetted carefully to make sure they have a well-defined and useful mission, a good ethical track record, and a record of effectively managing and directing donated funds to the mission rather than to administration and overhead.

Charities and causes Presque Isle Wine Cellars is currently supporting include a three-charity group in the Fight Against Breast Cancer (Code BCWINE4GOOD), The National Multiple Sclerosis Society in the Fight Against MS (Code MSWINE4GOOD), and SafeNet Erie in the Fight Against Domestic Violence (Code SEWINE4GOOD). For a full description of the WINE4GOOD Program, why Presque Isle Wine Cellars is supporting these particular causes, and the charities it has chosen to support, visit www.piwine.com/WINE4GOOD.html.

Charities who are interested in working with Presque Isle Wine Cellars in its WINE4GOOD Program are encouraged to contact Presque Isle Wine Cellars for review and consideration.

ABOUT PRESQUE ISLE WINE CELLARS

Presque Isle Wine Cellars, "Pennsylvania's Pioneer Winery", is a family-owned winery and winemaking supplies business located in North East, PA, in the heart of the beautiful Lake Erie Wine Growing Region. It began operation in 1964 and has been a leader in the wine industry and winemaking supplies and equipment business since then. In 1969 Presque Isle Wine Cellars became one of the first two Pennsylvania licensed wineries to open since Prohibition. They are proud to produce quality wines from locally and regionally grown grapes that consistently win awards in national and international wine competitions year after year.