

501 S. Pacific Hwy  
Rickreall OR 97371  
P: 503-623-2405  
#eolahills/@eolahills  
eolahillswinery.com



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FOR IMMEDIATE RELEASE

## **Eola Hills Wine Cellars announces partnership with Team Rubicon**

*Veteran-led disaster relief nonprofit receives portion of proceeds from Patriot Red blend*

Rickreall OR. – This Fourth of July, Eola Hills Wine Cellars (EHWC) is excited to announce a new partner for its Eola Cares 2020-2021 Patriot Red campaign. Team Rubicon, a veteran-led disaster relief nonprofit, will receive a portion of proceeds from the heritage winery's Patriot Red blend sales to help support its mission of mobilizing veterans to continue their service by helping people prepare, respond and recover from disasters and humanitarian crises.

"We felt that with our 2020-2021 partnership, it was vital to look for veterans' and first-responder organizations that are actively responding to the COVID-19 pandemic," said EHWC Founder Tom Huggins. "After finding out about Team Rubicon's efforts, their mission embodies what our Patriot Red blend was crafted for – celebrating and supporting veterans while helping to serve communities near and far."

EHWC was first struck by Team Rubicon's goal to provide veterans with three things they lose after leaving the military: a purpose (gained through disaster relief); community (built by serving with others); and identity (from recognizing the impact they can make).

"This look at the transition from military to civilian life was just one of the reasons we looked into working with Team Rubicon," said Huggins. "They also seem uniquely prepared to respond to the current COVID-19 crisis."

Originally created by two Marines in the wake of the 2010 earthquake in Haiti, Team Rubicon ([www.teamrubiconusa.org](http://www.teamrubiconusa.org)) calls on its volunteer base of veterans, first responders and medical professionals to provide immediate emergency relief following hurricanes, wildfires, tornados, and, now, pandemics.

Team Rubicon's #NeighborsHelpingNeighbors initiative asks its volunteers, known as Greyshirts, to perform individual acts of service from food delivery, transportation, lawn or pet care, to simple and safe check-ins with people who are unable to access or afford basic needs during the Coronavirus pandemic. The organization is also partnering with various state health departments to set up free COVID-19 testing sites and has launched an Emergency Food Assistance Program that delivers food or finances to at-risk families or individuals.

"Team Rubicon stands ready to help communities impacted by disaster through the dedicated service of our volunteers," said Strategic Partnership Associate Brian Calcagno. "Those efforts would not be possible without the support of companies like Eola Hills Wine Cellars who through the Eola Cares Patriot Red campaign allow us to remain nimble and flexible as we continue to respond to where the need is greatest."

EHWC's "Eola Cares" philanthropic arm was launched in 2016 with the inaugural release of the Patriot Red blend. Other programs and campaigns include Eola's Spirit of Oregon campaign supporting Oregon Food Bank, and sports and education efforts with Oregon State University. To learn more, visit [www.eolahillswinery.com/eolacares](http://www.eolahillswinery.com/eolacares).

Eola's Patriot Red wine is a blend of Zinfandel, Sangiovese, Merlot and a touch of Pinot Noir from three states: Oregon, Washington and California. Retailing at \$18, this wine is available at EHWC's two tasting rooms and online shop, as well as select grocery chains and wine shops across the country. Its packaging features a red, white and blue American flag motif, which was suggested by longtime Winemaker and General Manager Steve Anderson – a U.S. Army veteran himself who spent three years as an Explosive Ordnance Disposal technician.

"By donating a portion of proceeds to different veterans' and first-responder organizations each year, we hope our Patriot Red campaign will shine a light on efforts to support women and men who serve our country on the front lines," said Anderson.

To purchase the latest release of Patriot Red, visit [www.eolahillswinery.com](http://www.eolahillswinery.com).

#### Support Images:



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### **About Eola Hills Wine Cellars**

Eola Hills Wine Cellars has been locally owned and operated since the early 1980s. Located in the Eola-Amity Hills AVA of Oregon's esteemed Willamette Valley, we own and manage more than 325 acres of sustainable, dry-farmed vineyards. Longtime Winemaker Steve Anderson crafts palate-friendly wines that reflect the mild, maritime climate combined with our region's mineral-rich volcanic and sedimentary soils, perfectly capture the spirit and flavors of Oregon. With two tasting rooms offering the rustic cellar experience and stunningly scenic vineyard views respectively, visit us to enjoy our award-winning wines at approachable prices. For more information, visit us online - [www.eolahillswinery.com](http://www.eolahillswinery.com).

Media Contact: Emily Dougherty | Marketing Manager | Eola Hills Wine Cellars  
[emily@eolahillswinery.com](mailto:emily@eolahillswinery.com) | Direct: 503-547-3086 | Winery: 503-623-2405

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