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FOR IMMEDIATE RELEASE

Eola Hills Wine Cellars Launches Fundraiser with Oregon Food Bank

Offers Oregon Wine Country Getaway Giveaway to Promote Campaign

Rickreall OR. – This giving season, Eola Hills Wine Cellars (EHWC) is launching their Eola Cares Spirit of Oregon Fundraiser in support of Oregon Food Bank (OFB). Using the tag line, “You Are What You Eat,” the heritage winery hopes to direct donations to OFB’s programs that provide access to fresh fruits and vegetables.

“Our legacy in the Willamette Valley started as winegrowers in the early ‘80s,” said Winemaker and General Manager, Steve Anderson. “As part of the farming community, we recognize the existence of grocery gaps and food deserts throughout Oregon. With this program, we are hoping to raise awareness and communicate the importance of providing affordable access to healthy foods and fresh produce.”

According to Kyle Hummel, Corporate and Community Relations Officer with Oregon Food Bank, 35% of food they distributed in the fiscal year 2018 was fresh produce – setting a record and a benchmark for continued efforts.

“We recognize the impacts that diet can have on a person’s overall wellbeing. Because of this, Oregon Food Bank has committed to working with our partners like Eola Hills Wine Cellars to provide as much fresh and healthy produce as possible,” said Hummel. “Not only does this help our food-insecure neighbors, but it also helps our local farmers and food producers and the business community as a whole.”

As part of the Eola Cares Spirit of Oregon campaign, EHWC launched an online fundraiser that allows supporters to submit a donation through the OFB’s secure web platform at give.oregonfoodbank.org/eolacares. Their goal is to raise \$3,000 by the end of 2019, which will help sustain OFB’s fresh produce programs beyond the giving season.

To kick off the campaign, EHWC will be hosting a series of Yoga benefit events with Yoga & Beer® starting on October 7th where proceeds will go towards the online fundraiser. In addition, their “Twilight In The Vines” wine dinner with Portland Chef Max Germano on October 26th will also serve to support the Eola Cares Spirit of Oregon Fundraiser.

“A major part of our brand identity is focused around wine and wellness,” said Emily Dougherty, EHWC Marketing Manager. “From our Bike Oregon Wine Country events, yoga and runs in our Legacy Estate Vineyard, to barre3 and spin cycle classes, we want to connect with organizations and businesses that support health, fitness and community-building.”

This latest charitable effort is part of EHWC's larger "Eola Cares" philanthropic program that introduced such products as their Patriot RED wine, which supports care packages for troops overseas with Oregon connections through the grassroots campaign RED: Remember Everyone Deployed.

To donate to Eola Hills Wine Cellars "Spirit of Oregon" Campaign, visit give.oregonfoodbank.org/eolacares. To view details for the Yoga benefit series and upcoming "Twilight In The Vines Dinner," visit www.eolahillswinery.com/events.

Breakout Option:

To help promote their Eola Cares Spirit Of Oregon Fundraiser, EHWC is offering one lucky winner the chance to win an Eola Cares Oregon Wine Country Getaway Giveaway, including tickets for two to a 2020 Twilight In The Vines Benefit Dinner for Oregon Food Bank and an overnight stay at the luxurious new Independence Hotel in Independence, Ore. Members of the public who are over the age of 21 are able to enter by visiting www.eolahillswinery.com/eolacares. No purchase or donation is necessary to enter or win.

Support Images:



Link: https://eolahillswinery.com/wp-content/uploads/2019/09/EHWC-OFB_Spirit-Of-Oregon_IMG_1904.jpg



Link: https://eolahillswinery.com/wp-content/uploads/2019/09/Eola-Hills-Wine-Cellars_Legacy-Estate-Vineyard_Casi-Yost_1-9589.jpg

About Eola Hills Wine Cellars. Est. 1986

More than three decades ago, local Oregonian and Founder Tom Huggins never imaged his dream of Eola Hills Wine Cellars achieving national and international attention. That dream is now a worldwide distributed label and Eola Hills is made up of six vineyards, over 300 planted acres, and an annual production of 90,000 cases of pinot noir and other varietals that have won international awards and several 90+ syndicated ratings. Known for their Pinot Noir, Pinot Gris, Chardonnay, Sauvignon Blanc, and new sparkling wines collections, Eola Hills Wine Cellars prides itself on producing a wine of great quality and consistency year after year. For more information, visit us online - www.eolahillswinery.com.

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