

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



July 4, 2021

FOR IMMEDIATE RELEASE

## **Eola Hills Wine Cellars donates more than \$5k to Team Rubicon**

*Announces new partner non-profit for its 2021-2022 Eola Cares Patriot Red Campaign*

Rickreall OR. – Eola Hills Wine Cellars (EHWC) is excited to declare a donation of \$5,782.82 to Team Rubicon ([www.teamrubicon.org](http://www.teamrubicon.org)), its partner non-profit for the winery's charitable Eola Cares 2020-2021 Patriot Red Campaign.

Announced each year on the Fourth Of July, the heritage winery's Eola Cares Patriot Red Campaign provides support for rotating veteran and first-responder organizations through an annual donation of a portion of proceeds from the sale of its popular non-vintage red blend, Patriot Red.

"This American wine embodies our company values by building community and benefitting important causes in our region and country," said Winemaker and General Manager Steve Anderson.

Team Rubicon was selected by EHWC as the 2020-2021 charitable partner because of its mission of mobilizing veterans to continue their service by helping prepare, respond and recover from disasters and humanitarian crises. Over the past year, the organization became a powerful force in the fight against COVID-19.

"In 2020, Team Rubicon stepped up to meet community needs brought about by the pandemic from supporting food banks to COVID-19 testing to vaccination sites. This past year also brought about a historic storm season," said Brian Calcagno, Partnerships Associate at Team Rubicon. "Through incredible resilience of our veteran volunteers and companies like Eola Hills Wine Cellars, we were able to make the greatest impact our organization has ever seen - over 9.7 million people helped!"

"As we wrap up our 2020-2021 partnership with Team Rubicon, we are very excited to take time this Fourth Of July to announce our next union with Team River Runner," said Anderson. "Their inclusive efforts to create enriching recreational experiences for veterans connects with our brand's work to find ways to support a healthy lifestyle with a focus on wine and wellness."

Team River Runner ([www.teamriverrunner.org](http://www.teamriverrunner.org)) creates an outlet for veterans and their families to find health, healing, community, purpose and new challenges with adventure and adaptive paddle sports and lifestyle based programs.

“With their national presence and active regional chapters, we see so much opportunity to collaborate with Team River Runner in this next year,” said Anderson. “From fundraisers and benefit dinners, our hope and goal is to make an impact for these organizations and the people they support.”

### **About Eola Cares**

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).

### **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) | 503-623-2405

###