



FOR IMMEDIATE RELEASE
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PEJU WINERY SUPPORTS BREAST CANCER AWARENESS MONTH WITH PEJU PINK

25% of Sales to be Donated to Avon Foundation Breast Cancer Crusade

Rutherford, Calif. - Peju Province Winery is joining the fight against breast cancer by donating 25 percent of sales from each bottle of its new Peju Pink wine to the Avon Foundation Breast Cancer Crusade, a 501(c)(3) public charity whose mission is to provide access to care for breast cancer patients and to work towards finding a cure. Peju's Winemaker, Sara Fowler, made 250 cases of the proprietary Rosé blend, which was released in limited amounts in May.

Peju Pink's creation and release coincided with the Avon Run-Walk for Breast Cancer in San Francisco and Breast Cancer Awareness Month in October.

Ten of Peju's female employees, including co-founder Herta Peju, daughters Ariana and Lisa Peju and Fowler, formed a Peju Pink team to walk in the Avon Run-Walk for Breast Cancer on July 7-8 in San Francisco. The Peju team raised more than \$20,000 which will be donated to the Avon Foundation Breast Cancer Crusade along with a portion of the Peju Pink sales.

"Most of us know at least one woman who has been diagnosed with breast cancer, and every three minutes another woman in the United States is diagnosed," Herta Peju said. "Peju Pink is our way of recognizing the heroic women living with breast cancer and contributing toward the effort to find a cure."

After announcing their plan to participate in the Avon Foundation 26.2-mile walk, the Peju team received an overwhelming response from Peju wine club members, customers and advocates of the breast cancer crusade. Supporters of the Avon Run-Walk and Peju Pink shared many touching personal stories and testimonies that drove the efforts home.

"It was a big challenge, but we were very excited about doing it because we knew it would make a real difference to the millions of people affected by breast cancer," Fowler explained.

Peju Pink retails for \$22.00 and is available for sale at Peju's tasting room, located at 8466 St Helena Hwy, Rutherford, CA, and online at www.peju.com. Peju Pink is a fragrant wine with hints of crisp peach and passion fruit and is best served chilled. The label features a woman in pink, who depicts one of the three Greek graces from a 100-year-old stained glass window in Peju's tasting room tower.

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About Peju Province Winery:

Peju Province Winery, celebrating its 25th Anniversary in 2007, was founded by Tony and Herta Peju and is a family-owned boutique winery located in the Rutherford Appellation in the heart of the Napa Valley. Visitors are welcomed into a magnificent 50-foot tasting room tower to sample Peju's award-winning wines, including its flagship HB Cabernet Sauvignon, Merlot, Cabernet Franc, Zinfandel, Syrah, Sauvignon Blanc, Chardonnay and Provence, a proprietary blend of red and white varietals. Peju visitors can also enjoy pristine gardens, art exhibits and a full-working kitchen that hosts a variety of events and classes. Peju's tasting room is open daily from 10 a.m. to 6 p.m. and is located at 8466 St. Helena Hwy, Rutherford, CA. For more information, visit www.peju.com or call 800-446-7358.

About Avon Foundation:

Since it was founded in 1955, the Avon Foundation has been committed to the mission to improve the lives of women and their families. Now past the half century milestone, the Avon Foundation is a 501(c)(3) public charity that brings this mission to life through two key areas of focus: breast cancer and domestic violence. From an initial \$400 scholarship in 1955, Avon philanthropy has expanded globally and in 2006 exceeded \$500 million raised and awarded worldwide. To learn more about the Avon Foundation visit www.avonfoundation.org.

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