



Cheers to Good Wine,

GOOD FOOD AND GOOD HEALTH!

2nd Annual Niagara Wine Weekend & Auction
Draws Big Crowds and Big Hearts for SickKids Foundation
and St. Catharines General Hospital Foundation

Tastemakers are enthusiastically turning their attention and hearts in the direction of the Niagara Wine Weekend & Auction happening at Niagara-on-the-Lake, June 13-15, 2008. In just its second year, this annual charity fête has already been hailed as the must-attend event on the annual social calendars of influential philanthropists, celebrities, foodies, and wine connoisseurs.

Last year's inaugural success featured many special guests, including honorary host Dan Aykroyd,

Michael Burgess, Matt Dusk, celebrity chef Jamie Oliver, and American Idol's Taylor Hicks among the luminaries and supporters who helped raise funds for the SickKids Foundation and St. Catharines General Hospital Foundation.

From the first swirl to the final toast, the Niagara Wine Weekend & Auction is designed to be an inclusive event delivering an exclusive experience. Nestled in the warm ambiance of historic Niagara-on-the-Lake and set amid some of the most

beautiful wineries, the three-day affair emulates the highly successful Napa Valley Wine Auction. The goal of the Niagara Wine Weekend & Auction is to profile Ontario's first-class vintners while generously giving back to the community.

In conjunction with the Wine Council of Ontario, and spearheaded by Peller Estates winery owner and event founder, John Peller, organizers are gathering an impressive lineup of Canada's top sommeliers, pre-eminent chefs and top-notch

restaurants to create an unparalleled weekend experience.

"I can't think of a better way to toast health and vitality than a weekend of world class wine, food and entertainment in support of the SickKids Foundation and St. Catharines General Hospital Foundation," said John Peller. "To reciprocate the goodwill and generosity offered by our patrons, we make every effort to deliver what's truly a priceless experience."

The weekend kicks off at sunset Friday with an exquisite VIP Reception hosted by the Niagara Wine Auction Foundation Board at the award-winning Peller Estates. Guests are treated to the ultimate VIP experience and invited to indulge in an exceptional array of epicurean fare, fine wine selections and upbeat entertainment that sets the tone for a spectacular weekend ahead. Following the reception, guests have the option to purchase and attend various Winemakers' Dinners, presented by select Niagara region wineries and top chefs.

It doesn't get more idyllic than being outdoors on a summer's day surrounded by spectacular gardens at The Commons for the Wine Garden Party. Not only will guests enjoy the Latin and Celtic-infused music of JUNO award-winning artists Oscar Lopez and James Keelaghan, this Saturday afternoon social also offers a rare opportunity to sample an impressive portfolio of Ontario's finest vintages, ranging from private reserves and award-winning wines to sparkling new brands



awaiting discovery. And, to balance off the comprehensive selection of wines, executive chefs from 28 regional restaurants prepare unique mid-day fare from fresh, local seasonally grown ingredients.

Of course, the Ontario wine experience couldn't be complete without sampling some of the province's renowned icewines, showcased in the featured Ice Garden. Surrounded by ice bars and crystal decor, this unique area will be designed to reflect the wine masterpiece produced from our Canadian winters.

Tickets

The VIP Reception, Wine Garden Party, Live, Silent and Barrel Auctions, Gala Dinner & Dance, and Wineries Showcase Sunday are included in the ticket price of \$1000 per person. 1.866.946.3593 niagarawineauction.com

The benevolent focal point of the entire program is the Live, Silent and Barrel Auctions featuring carefully crafted selections of prized lots, dream getaway packages, exclusive merchandise and many more coveted items sure to garner big-hearted bids. Meanwhile, the captivating drums of musician Penner MacKay will resonate and entertain throughout the afternoon.

Whether you prefer "santé," "cheers" or "salute," everyone can agree on raising a glass to toast a successful weekend among great friends, superb food and fine wines highlighted at the Gala Dinner & Dance. The celebration and dancing will last into the wee hours with electrifying performances by Grammy Award winners, The Pointer Sisters and The Temptations, as well as many more surprise performers, guests and announcements still to come.

The Wineries Showcase on Sunday is a leisurely day for guests to explore and discover local gems along the Niagara wine routes. Offered exclusively to Niagara Wine Weekend & Auction guests, participating wineries will welcome visitors with a tempting indulgence of their finest wines – a perfect way to finish a spectacular weekend.

With a year-round calendar teeming with wine-centric events, auctions and festivals, this relative newcomer event is well en route to becoming the industry's benevolent northern star – and securing its signature as a charity classic for years to come. 🍷