



News Release...

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For immediate release:

Heart of Iowa Wine Trail Supports Alzheimer's Association

The Heart of Iowa Wine Trail is pleased to announce its charitable affiliation with the Alzheimer's Association, Greater Iowa Chapter. The affiliation will support the Association through a donation made from the financial proceeds from selected wine trail events.

Jamie Busch-Upah, PR Assistant Director for John Ernest Vineyard and Winery, said, "As a group of Iowa businesses, this is an excellent opportunity for the Heart of Iowa Wine Trail to help fellow Iowans afflicted with this disease."

Dennis Fraise, Communications Director for the Greater Iowa Chapter, said more than 65,000 Iowans have been diagnosed with Alzheimer's disease while nationwide more than five million Americans have been afflicted. That number will more than double in the next 25 years.

Fraise said, "The Greater Iowa Chapter covers 58 of Iowa's 99 counties, which means we see firsthand how this disease affects our fellow Iowans. We're delighted to have created this



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affiliation with the Heart of Iowa Wine Trail and are appreciative of the contribution they will make to helping us in our cause.”

The wine trail will be kicking off its support with a share of the proceeds from the upcoming Tropical Wine Festival scheduled for Friday, February 12, 2009 at the Des Moines Botanical Center. Attendees will be able to sample ninety different Iowa wines and will enjoy hors d’oeuvres and an evening of fun activities.

Tickets are \$30 in advance (\$35 at the door) and may be purchased at any Heart of Iowa Wine Trail Winery, online at www.heartofiwawinetrail.com, Ingersoll Wine Merchants, Ingersoll Wine and Spirits, or Iowa's Wine Cellar in Ames. Two dollars from each ticket sold will be donated to the Alzheimer’s Association, Greater Iowa Chapter.

“We encourage everyone to come out to the Tropical Wine Festival,” Busch-Upah said. “You’ll have a great time and you’ll also leave with a good feeling knowing that you’ve helped fellow Iowans in need.”

About the Heart of Iowa Wine Trail

The Heart of Iowa Wine Trail is an organization made up of fifteen central Iowa wineries located within convenient driving distance of Des Moines. The wine trail’s purpose is to promote the wine industry in central Iowa through events, marketing and promotions that build visibility for affiliated wineries and the quality wines they produce. The fifteen member wineries are:

Dale Valley Vineyard – Stuart, IA
Eagle City Winery – Iowa Falls, IA
Grape Escape Vineyard and Winery – Pleasantville, IA
Jasper Winery – Des Moines, IA
John Ernest Vineyard and Winery – Tama, IA
LaVida Loca Winery – Indianola, IA
Penoach Winery – Adel, IA
Prairie Moon Winery – Ames, IA
Rosey Acres Winery – Runnels, IA



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Snus Hill Vineyard and Winery – Madrid, IA
Southern Hills Winery – Osceola, IA
Summerset Winery – Indianola, IA
Tassel Ridge Winery – Leighton, IA
Two Saints Winery – St. Charles, IA
White Oak Vineyards – Cambridge, IA

For more information, please visit <http://www.heartofiwawinetrail.com>