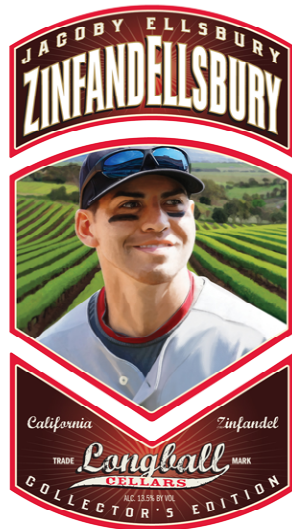


***For Immediate Release:***  
**BOSTON BASEBALL CHARITY WINES RETURN:  
 JACOBY ELLSBURY & JOSH BECKETT MAKE ROSTER**



**Jacoby Ellsbury & Josh Beckett Charity Wines**

**OVERVIEW**

Debuting from Longball Cellars are charity wines for Boston baseball stars Jacoby Ellsbury and Josh Beckett. The players do not profit a single dime. Instead, 100% of their proceeds will raise big league dollars for local charities:

- **Jacoby Ellsbury:** *ZinfandEllsbury* – benefiting the Navajo Relief Fund, Project Bread and the Ellsbury-Read Project.
- **Josh Beckett:** *Chardon-K* – benefiting The Josh Beckett Foundation.

The names ZinfandEllsbury and Chardon-K are word plays of the wine varietals in the bottles: Red Zinfandel and Chardonnay. The 2010 wines are produced by acclaimed winery Clos LaChance out of San Martin, California.

Both wines are expected to retail for about \$14 a bottle, and will be available beginning in May 2010 across New England, wherever wine is sold. For non-local members of “The Nation,” wines can be purchased online at [www.charitywines.com](http://www.charitywines.com).

Baseball enthusiasts and wine aficionados may recall that in 2007, Charity Wines debuted in Boston with wines from **Manny Ramirez** (Manny Being Merlot), **Curt Schilling** (Schilling Schardonnay) and **Tim Wakefield** (CaberKnuckle). The effort sold more than a quarter-million bottles. Charity Wines returned in 2008 with releases from **David Ortiz** (Vintage Papi), **Jason Varitek** (Captain’s Cabernet) and **Kevin Youkilis** (SauvignYoouuk Blanc). To date, more than \$1,400,000 has been raised overall as a result of athlete wines and their contributions.



March 02, 2010

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## LAUNCH INFORMATION

Beginning May 11, 2010, Zinfandellsbury and Chardon-K will be available throughout New England wherever wine is sold at retailers, restaurants, and online at [www.charitywines.com](http://www.charitywines.com).

## WINE TASTING & LAUNCH PARTY

Jacoby Ellsbury and Josh Beckett will host a private launch party for members of the media and the wine industry. NESN field reporter Heidi Watney will emcee.

When: Tuesday, May 11, 2010 from 12:00PM to 2:00PM

Where: Foundation Room, House of Blues – 36 Lansdowne Street Boston, MA

Those who attend will be able to taste the wine for the first time, and have an opportunity to hear from Jacoby Ellsbury and Josh Beckett. Their charities will also have booths so that more information can be learned about their commitment to the communities they serve.

## ABOUT CHARITY WINES

After personal tragedies involving friends and family with cancer and heart disease, Andrew Graff started Charity Wines, a philanthropic division of his Massachusetts based company, VinLozano Imports Inc. With the goal of pairing fine wine with great charities, the Longball Cellars brand was born. Nationwide, more than 30 professional athletes across baseball, football and hockey have teamed up with Charity Wines to raise funds for great causes. Visit [www.CharityWines.com](http://www.CharityWines.com).

## ABOUT THE CHARITIES

### The Josh Beckett Foundation

The Josh Beckett Foundation supports community-based programs that strive to improve the health and well-being of children, especially those who are seriously ill, disabled, poor or otherwise disadvantaged. The Foundation provides Josh with an opportunity to have a direct and permanent impact on the lives of children throughout New England and in his hometown on Spring, Texas. Visit <http://www.joshbeckettfoundation.org>.

### Navajo Relief Fund

The Navajo Nation is the largest U.S. Indian reservation, spreading over 16 million acres of high desert in Arizona, New Mexico and Southern Utah. Most of these communities offer few employment opportunities and receive no revenue from casinos. Many families struggle to survive in the face of extreme poverty, substandard housing, sporadic medical care, and limited educational opportunities. The Navajo Relief Fund (NRF) brings hope to these struggling people by obtains donated supplies from corporations and gift-in-kind charities, from soap and shampoo to diapers, clothing, blankets, food, and more. Visit <http://www.nrcprograms.org>.



## Project Bread

As the leading anti-hunger organization in Massachusetts, Project Bread is dedicated to alleviating, preventing, and ultimately ending hunger in the state. Through The Walk for Hunger, the oldest continual pledge walk in the country, Project Bread provides millions of dollars each year in privately donated funds to more than 400 emergency food programs in 128 communities statewide. Project Bread also advocates systemic solutions that prevent hunger and that provide food to families in natural, everyday settings, including schools. Visit <http://www.projectbread.org>.

## Ellsbury-Read Project

The Ellsbury-Read Character Strength Project has been established to insure that character strength development receives priority attention from birth through the adult years. Education, local support and commitment are essential for this project as it continues to evolve and grow. The Project helps promote child abuse prevention so every child can be safe at home.

## About the Foundation Room & International House of Blues Foundation

House of Blues Foundation Room is a semi-private member's club for professional and personal entertaining. Members enjoy cocktails and fine dining in private dining rooms, secluded Prayer Rooms and alcoves surrounded by exotic Indian and Middle Eastern influenced décor, antiques, and sculptures.

The Foundation Room supports The International House of Blues Foundation Room (IHOFB) dedicated to bringing together people of diverse backgrounds in an atmosphere that encourages mutual respect and understanding of culture, history, art, and music of the blues to schools and community organization in Boston.

## CONTACTS

### Media Inquiries:

Brett Rudy  
Charity Hop Sports Marketing  
617-840-7981  
[brett.rudy@charityhop.com](mailto:brett.rudy@charityhop.com)

### Sales Inquiries:

Andrew Graff  
Charity Wines / VinLozano Imports  
978-297-5477  
[andrewgraff@vinlozanoimports.com](mailto:andrewgraff@vinlozanoimports.com)

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