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J. LOHR TO FUND 500 MORE MAMMOGRAMS FOR WOMEN IN NEED THROUGH SALES OF J. LOHR CAROL'S VINEYARD CABERNET SAUVIGNON AND SAUVIGNON BLANC

As the winery's groundbreaking *Touching 500 Lives* partnership with the National Breast Cancer Foundation, Inc®. enters its second year, the program celebrates the survival stories of five women in the J. Lohr extended family

SAN JOSE, Calif – October 4, 2010 – J. Lohr Vineyards & Wines is proud to announce the continuation of its groundbreaking *Touching 500 Lives* program. The successful *Touching 500 Lives* program was originally unveiled in October 2009 as a partnership with the National Breast Cancer Foundation (NBCF). Through the campaign, J. Lohr designated the 2005 J. Lohr Carol's Vineyard Cabernet Sauvignon a commemorative release in honor of Jerry Lohr's late-wife Carol, with \$2 from the sale of every bottle going directly to fund mammograms for 500 women in need. Based on the success of the 2009/2010 program, J. Lohr has renewed its determination to bring awareness and funding to the causes of breast cancer and early detection. For 2010/2011, J. Lohr has expanded *Touching 500 Lives* to include both the J. Lohr Carol's Vineyard Cabernet Sauvignon (\$40 SRP) and J. Lohr Carol's Vineyard Sauvignon Blanc (\$24 SRP), with \$2 from the sale of every bottle of either wine going directly to provide another 500 mammograms for women who would otherwise be unable to afford them.

To bring even greater awareness to this important issue, J. Lohr has chosen to unveil its new national campaign in October to coincide with Breast Cancer Awareness month. In order to underscore the human side of the battle against breast cancer, and its impact on all of our lives, J. Lohr is spotlighting the stories of five breast cancer survivors from within its extended family of employees. These stories of hope and survival will be featured in print campaign materials and at jlohr.com.

One of the women whose story will be featured in the *Touching 500 Lives* campaign is Loretta Lopez-Carrillo, sister to the manager of J. Lohr's Paso Robles Wine Center. A six-year breast cancer survivor, Loretta is a strong advocate of early detection. "I am thrilled that J. Lohr has created this program," she says. "My work as an English as a second language instructor puts me in contact with a population of women who have limited access to mammograms, and to healthcare in general. J. Lohr's campaign to

fund these mammograms will provide a much-needed service, and will help save the lives of women who may not otherwise have the opportunity for early detection and ultimately, survival.”

Breast Cancer will impact one out of every eight women—along with those who love them—at some point in their lifetimes. Research indicates that early detection and treatment are essential to combating this disease, and annual mammograms are often an essential first step toward survival. With this in mind, J. Lohr Vineyards & Wines will donate \$62,000 dollars from sales of any vintage of its J. Lohr Carol’s Vineyard Cabernet Sauvignon and J. Lohr Carol’s Vineyard Sauvignon Blanc towards *Touching 500 Lives* during its 2010/2011 campaign.

This effort will again be made possible through J. Lohr’s partnership with the National Breast Cancer Foundation, whose relationship with leading, national hospitals including the University of Texas at M. D. Anderson Cancer Center allows the organization to pinpoint geographically where in the nation mammograms are needed most.

“We have personally come to know members of the J. Lohr family and are thrilled to reach out yet again to raise awareness for breast cancer education and early detection,” said Brent Hail, senior vice president, development, at NBCF. “By sharing the courageous voices of survival and hope within J. Lohr’s family of employees to people across the nation, we at NBCF look at partners such as J. Lohr Vineyards & Wines as indispensable crusaders in our mutual efforts to help eradicate this disease.”

Adding to the strength of the campaign, J. Lohr’s efforts have been widely supported by employees and its numerous trade partners. “Our national reach wouldn’t be possible if not for the efforts of our sales force and distributor relationships, many of whom join us as extended family,” said Jerry Lohr, the founder and proprietor of J. Lohr Vineyards & Wines. “I want to personally thank Republic National Distributing Company, Reliable Churchill, Southern Wine & Spirits, Wine Warehouse, Stefanelli Distributing and the South Dakota State University Foundation, as just a few of the many organizations that furthered support of this campaign through their own donations and efforts.”

Carol Waldorf Lohr, who passed away due to complications from breast cancer, is the namesake for a stunning, nearly forty-acre vineyard in northern St. Helena, Napa Valley. Known for producing some of the valley’s most noteworthy Cabernet Sauvignon and Sauvignon Blanc, this property is the source for the J. Lohr Carol’s Vineyard Cabernet Sauvignon and Sauvignon Blanc.

To learn more about this campaign, or to make a donation, please visit jlohr.com.

About National Breast Cancer Foundation (www.nbcf.org)

The National Breast Cancer Foundation extends women's lives by increasing awareness of breast cancer through education, early detection and providing mammograms for those in need. The organization provides hope to women and families affected by breast cancer through a community of caring support and encouragement that enables those diagnosed with breast cancer to have fulfilling lives during their treatment and afterward.

About J. Lohr Vineyards & Wines (www.jlohr.com)

J. Lohr Vineyards & Wines was founded in 1972 by Jerry Lohr, who was raised on a South Dakota farm, and has spent six decades actively farming—experience that informs J. Lohr's respect for the land and focus on sustainability. J. Lohr Vineyards & Wines makes a full line of internationally recognized wines from nearly 3,700 acres of estate vineyards in Paso Robles, Monterey County and the Napa Valley. Offering an expressive range of styles, J. Lohr produces four tiers of signature wines: *J. Lohr Estates*, *J. Lohr Vineyard Series*, *J. Lohr Cuvée Series* and *J. Lohr Gesture*. J. Lohr also produces an array of flavorful wines under its Cypress Vineyards, ARIEL (non-alcoholic) and Painter Bridge labels.

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