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**J. LOHR EXTENDS ITS *TOUCHING 2000 LIVES* CAMPAIGN
TO FUND MAMMOGRAMS FOR WOMEN IN NEED**

**Partnership with the National Breast Cancer Foundation, Inc®.
enters its third year, providing over 2000 mammograms to date**

SAN JOSE, Calif – September 28, 2011 – J. Lohr Vineyards & Wines is proud to announce the continuation of its groundbreaking *Touching 2000 Lives* campaign. Initially called *Touching 500 Lives*, the successful program was originally unveiled in October 2009 as a partnership with the National Breast Cancer Foundation (NBCF). In 2009, J. Lohr designated the 2005 J. Lohr Carol's Vineyard Cabernet Sauvignon a commemorative release in honor of Jerry Lohr's late wife, Carol, who passed away in 2008 due to complications from breast cancer. In the campaign's first year, \$2 from the sale of every bottle of this wine, which comes from J. Lohr's acclaimed Carol's Vineyard in the Napa Valley, were earmarked to fund mammograms for women in need. The following year, J. Lohr expanded the program to include any vintage of both the J. Lohr Carol's Vineyard Cabernet Sauvignon (\$40 SRP) and J. Lohr Carol's Vineyard Sauvignon Blanc (\$24 SRP). This expansion allowed J. Lohr to surpass its original funding goals by 300 percent in the second year, with more than 2000 mammograms funded to date. For 2011/2012, the *Touching 2000 Lives* campaign will continue to donate \$2 from the sale of every bottle of any vintage of J. Lohr Carol's Vineyard Cabernet Sauvignon and Sauvignon Blanc to fund mammograms for women who would otherwise be unable to afford them.

As the theme for its 2011/2012 campaign, J. Lohr is encouraging women to take charge. "Women often go above and beyond in caring for the health and safety of loved ones," said J. Lohr VP Marketing Cynthia Lohr, "but in the process, don't take care of their own needs. For our campaign's third year, J. Lohr is inspiring women to take the reins on their health by getting active, by finding ways to lower stress and by doing the things they love. An important part in the fight against breast cancer is the empowerment of women to be their own advocates for health and wellness, improving chances of 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. As in past years, J. Lohr's ongoing efforts will be made possible through a partnership with the National Breast Cancer Foundation, whose relationship with leading, national hospitals including the University of Texas MD

Anderson Cancer Center allows the organization to pinpoint geographically where in the nation mammograms are needed most.

“J. Lohr Vineyards & Wines has become a passionate partner in the cause of raising awareness for breast cancer education and early detection,” said Brent Hail, senior vice president, development, at NBCF. “They are making a positive, tangible effort in the lives of thousands of women, and empowering even more through their message. Partners like J. Lohr are indispensable crusaders in our efforts to help eradicate this disease.”

Carol Waldorf Lohr 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 wines.

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

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 women 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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