



Kamloops Wineries Raise Funds for Canadian Red Cross BC Wildfire Appeal

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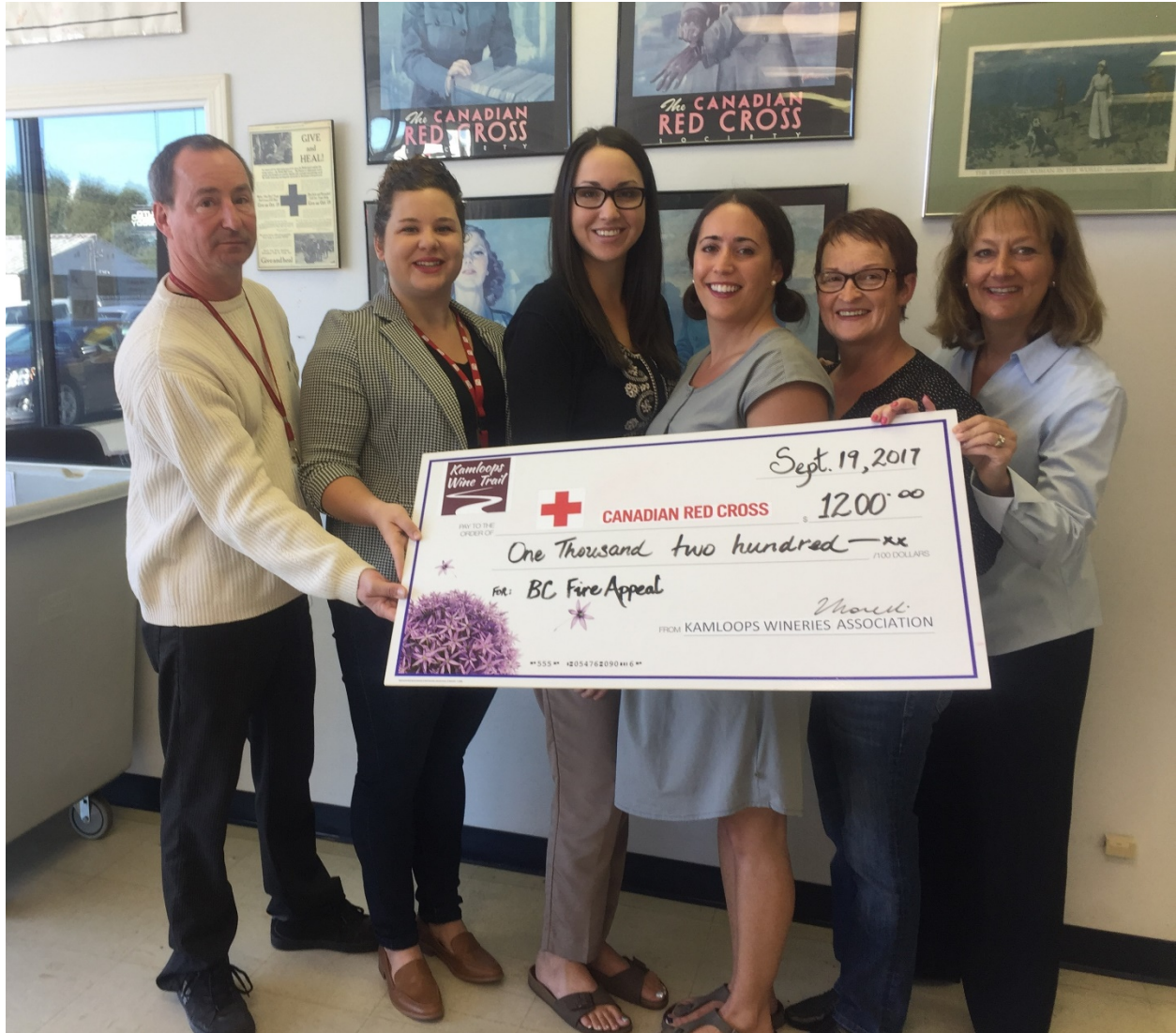
Photo Attached

Kamloops, British Columbia – This week the Kamloops Wineries Association including local wineries Harper's Trail, Privato, and Monte Creek Ranch, presented a cheque for \$1200.00 to the Canadian Red Cross BC Wildfire Relief Fund.

The money raised for this initiative was generated by the wineries and their customers through "Sips for Support", a unique fundraising campaign that ran late July and through the month of August.

The "Sips for Support" campaign included a designated day of giving at each of the three wineries with all customer tasting fees collected on that day going to the Red Cross BC Wildfire Relief Fund. In addition to the tasting fee donations, the Kamloops Wineries hosted a series of benefit concerts at each one of the wineries with additional proceeds again going to the Red Cross Wildfire Relief fund.

"Cheers to the Kamloops Winery Association and its customers for coming together to help their neighbours with Sips for Support. It has been such a challenging summer for thousands of British Columbians impacted by this summer's wildfires. Initiatives like this will help the Canadian Red Cross continue to assist vulnerable families through their recoveries," said Kimberley Nemrava, Canadian Red Cross Vice President, B.C. & Yukon.



Left to Right: Tim Larose (Red Cross) Kayla Pepper (Red Cross) Alyssa Piva (Privato) Ashley Demedeiros (Monte Creek Ranch) Vicki Collett (Harper's Trail) Trish Morelli (Kamloops Wineries Association)

For more information on the Kamloops Wineries Association, the Kamloops Wine Trail and members wineries visit www.kamloopswinetrail.com.

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