

ESTATE WINERY
RIVERVIEW
Cellars

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NEWS RELEASE

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SWIMMING TOGETHER TO PROTECT CANADA'S LAKES AND RIVERS

Riverview Cellars Winery Supports Swim Drink Fish Music

NIAGARA-ON-THE-LAKE – When Michael Pillitteri, general manager, Riverview Cellars Estate Winery saw his favourite artist, Gord Downie of the Tragically Hip perform a few years ago, he listened attentively as Downie described his role as Lake Ontario Waterkeeper, and the work of the Swim Drink Fish Music Club in between songs.

Michael felt an instant connection to the cause and has since then decided to support the organization by giving a dollar of every purchase of Riverview's Angelina's Reserve Chardonnay 2008 to the organization. The wine is currently sold in-store and will also be released in Vintages at select LCBO stores in November 2011.

“As a kid growing up beside the Niagara River I always admired the river's beauty, said Pillitteri. “Now I appreciate the river even more as our winery relies on it to ensure we get the climate we need to protect our grapes and sustain our business.”

The Niagara River is a VQA sub-appellation that hugs Riverview's 22-acre vineyard. It is essential in helping the winery produce quality grapes for their wines. Niagara River's large and fast flowing water creates convectional currents that draw cooler air into the gorge, moderating vineyard temperatures and extending the growing season.

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“As a music lover and musician I felt an even deeper connection to Swim Drink Fish Music because of the club’s involvement with so many admired Canadian artists like Gord Downie and the Great Lake Swimmers,” said Michael. “Donating to Swim Drink Fish Music is a really unique way to support Canada’s lakes and rivers and I’m confident more people will take note of that as we start to promote the club.”

Swim Drink Fish Music Club is an online music and audio experience developed by Lake Ontario Waterkeeper in collaboration with other Waterkeeper organizations across Canada and the United States. The club brings together artists, activists, and citizens who care about clean water. An annual subscription fee (\$9.99) provides access to the website where one can download audio tracks from artists who are also in support of the cause. The subscription fee helps Waterkeeper groups in Canada and the United States.

In addition to supporting the club through purchases of the Angelina’s Reserve Chardonnay 2008, membership cards will be sold in-store at Riverview Cellars Winery and at external events the winery participates in.

Riverview Cellars Estate Winery is a family-owned winery dedicated to producing high-quality, small-batch wines along the beautiful Niagara River in Niagara-on-the-Lake. Riverview aims to please as many palates as possible with a wide range of wines suitable for any occasion. The winery has received several awards for their wines including two gold medals for the Gewurztraminer 2009 at the 2011 Cuvée Gala.