



FOR IMMEDIATE RELEASE

**SUTTER HOME FAMILY VINEYARDS FIGHTS BREAST CANCER
WITH 17TH ANNUAL SUTTER HOME FOR HOPE CAMPAIGN**
Winery Encourages Fans to Drive \$60,000 Donation to National Breast Cancer Foundation

ST. HELENA, Calif., October 4, 2017 – [Sutter Home Family Vineyards](#), a longtime champion in the fight against breast cancer, announced today the winery’s renewed commitment to fighting breast cancer with the 17th annual [Sutter Home for Hope](#) campaign. As one of America’s first wine companies to make a commitment to breast cancer research, treatment and education, Sutter Home has contributed more than \$1,250,000 to the cause over the past 17 years. 2017 marks the fourth year of Sutter Home for Hope’s partnership with National Breast Cancer Foundation, Inc.®.

The Sutter Home for Hope initiative began in 2001, when one of Sutter Home’s founding family members, Vera Trinchero Torres, was diagnosed with breast cancer. Sutter Home fans can help continue the fight against breast cancer by sending in their Sutter Home bottle capsules, corks and screwcaps via mail. Fans can also support the cause by sharing designated Facebook posts that will appear on Sutter Home’s Facebook page throughout the month of October, Breast Cancer Awareness Month. For each Facebook share and for every cork, capsule or screwcap received by mail, the winery will donate \$1 to National Breast Cancer Foundation, up to \$60,000. The program will run through the end of 2017.

“Breast cancer awareness is a cause that’s near and dear to our hearts at Sutter Home,” said Brie Baltzell, marketing director for Sutter Home. “We’ve been touched by the tremendous support our fans have shown over the past 17 years, and know that 2017 will be another great year of giving.”

Banded together to make a positive difference in the lives of families around the world, Sutter Home and National Breast Cancer Foundation are committed to giving help for today and hope for tomorrow. The National Cancer Institute predicts that an estimated 252,710* new cases of breast cancer will be diagnosed and 40,610* people will die from the disease in the U.S. in 2017. With the help of Sutter Home’s fans, National Breast Cancer Foundation can inspire hope to those affected by breast cancer through early detection, education and support services.

“We are thankful for Sutter Home Family Vineyards’ commitment to our mission of Helping Women Now,” said Janelle Hail, founder & chief executive officer of National Breast Cancer Foundation. “Sutter Home’s continued generosity will help us support women affected by breast cancer, so that no one faces this disease alone.”





This Breast Cancer Awareness Month, clink for pink with Sutter Home Family Vineyards. Learn all the ways Sutter Home's little corks bring big hope at www.sutterhomeforhope.com and www.facebook.com/sutterhome.

About Sutter Home

When the Trinchero family bought the Sutter Home Winery in 1948, they had vision, passion and a keen insight into consumer tastes. In the early 1970s, Sutter Home revolutionized the way Americans enjoyed wine when it created the first-ever White Zinfandel, introducing a new, sweeter style of wine—along with several other crowd-pleasing varietals—at an affordable price. By the 1980s and 1990s, Sutter Home became a household name as the second largest independent, family-run winery in the United States. In 2005, the winery was the first to produce the groundbreaking single-serve, 187ml package in light-weight plastic bottles. Today, Sutter Home continues to reflect the evolution of its consumers, offering more than 20 different varietals. For more information visit www.SutterHome.com.

About National Breast Cancer Foundation, Inc.®

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation (NBCF) is Helping Women Now® by providing early detection, education and support services to those affected by breast cancer. A recipient of Charity Navigator's highest 4-star rating for twelve years, NBCF provides support through their National Mammography Program, Patient Navigation, Beyond The Shock®, breast health education, and research programs. For more information, please visit www.nbcf.org.

Source

*National Cancer Institute U.S. Female Breast Cancer Statistics: <https://seer.cancer.gov/statfacts/html/breast.html>

Support the Cause

Send Sutter Home corks, screwcaps and capsules in an envelope labeled SHFH17 to:
Inmar Rebate Center
PO Box 426022
Del Rio, TX 78842-6022

Social Media

Facebook: [@SutterHome](https://www.facebook.com/SutterHome)
Instagram: [@SutterHomeWines](https://www.instagram.com/SutterHomeWines)
Twitter: [@SutterHome](https://twitter.com/SutterHome)

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