



FOR IMMEDIATE RELEASE

**SUTTER HOME FAMILY VINEYARDS FIGHTS BREAST CANCER
WITH 18TH ANNUAL SUTTER HOME FOR HOPE CAMPAIGN**
Winery Encourages Fans to Drive \$60,000 Donation to National Breast Cancer Foundation

ST. HELENA, Calif., August 28, 2018 – [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 18th annual [Sutter Home for Hope](#) campaign beginning Sept. 1. 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 \$1,335,000 to the cause over the past 18 years. 2018 marks the fifth 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 Trincherro 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 September and 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 begins Sept. 1, 2018 and will run through the end of 2018.

“For all of us at Sutter Home, the fight against breast cancer is personal,” said Brie Wohld, marketing director for Sutter Home. “We’ve been proud to partner with National Breast Cancer Foundation for the past five years because their values align with Sutter Home’s mission, which is twofold. First, we strive to provide financial support to the charities and non-profits that are working to make a difference in our communities nationwide. Second, it’s paramount that we promote positive messages of hope and support to let those affected by cancer know they are not alone. We’re delighted that our fans stand behind this partnership and the good we’ve set out to do, and know that 2018 will be another great year of giving with their support.”

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 266,120* women will be diagnosed with breast cancer and more than 40,920* will die in the United States in 2018. 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.”

Clink for pink with Sutter Home Family Vineyards Sept. 1 – Dec. 31 and learn all the ways Sutter Home’s little corks bring big hope, *from our home to yours* at www.sutterhome.com/sutter-home-for-hope/ 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 – now including Rosé. 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’s (NBCF) mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. A recipient of Charity Navigator’s highest 4-star rating for thirteen years, NBCF provides women Help for Today...Hope for Tomorrow® through its [National Mammography Program](#), [Beyond The Shock®](#), and breast cancer 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 SHFH18 to:
Inmar Rebate Center
PO Box 426022
Del Rio, TX 78842-6022

Social Media

Facebook: [@SutterHome](#)
Instagram: [@SutterHomeWines](#)
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