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MADROÑA VINEYARDS USES SELECT LABEL TO SUPPORT LAKE TAHOE

CAMINO, CA ó Madroña Vineyards, one of the premiere wineries in the Sierra Foothills, has turned its unique Lake Tahoe labeled wines into a fundraiser for the Tahoe Basin by donating a portion of sales to key groups supporting the region.

In its first try, Madroña raised more than \$6,000 for four of the most respected organizations doing work to help protect the natural beauty and health of the Tahoe Basin and the county around it -- the Tahoe Fund's Angora Bridge Project, Ag in the Classroom's Tahoe Farm Day, the Schnell School Garden of Learning, and the American River Conservancy.

“Tahoe is such a wonderful, precious place,” said Maggie Bush, a co-owner of Madroña and the winery's general manager. “At our winery and vineyards, we're focused on protecting what nature has given. The grandeur and the beauty of the Tahoe Basin is so amazing and worth supporting. It simply took us some time to figure out how we could promote Lake Tahoe and involve others in an effort to directly impact the region.

The special Madroña label is sold in wine shops, stores and restaurants in the Tahoe region, and at Trader Joe's in Folsom. It says Lake Tahoe across the top and bottom of the label and includes four scenes of the lake, each from a different season. The most recent vintages include a Zinfandel and a white blend. Coming soon is a Lake Tahoe label Chardonnay.

“To some people,” Bush said, “that \$6,000 may not sound like a huge deal. But this is a combined effort of getting people to drink local and think about giving back, all from a small family winery. Our goal is to raise even more with the new vintage because even the small projects in the Tahoe Basin and El Dorado county make a big difference to us all!”

About Madroña Vineyards

At Madroña, we make exceptional wines that are a simple, yet powerful reflection of this special place in the spectacular Sierra Foothills. Our wines are made to be enjoyed at the table with family and friends, and they are a pure, balanced expression of the land and of the grapes carefully chosen to thrive in our mountainside vineyards. Madroña is a love affair, passed on through generations, with wine and with this region. We're committed to preserving the beauty of farming and winemaking as it has always been in El Dorado County. This is a place where time slows to the rhythm of nature and where the traditions and joys of grape growing and winemaking are here for everyone to discover.

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