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For Immediate Release

Pictures From Event Available Upon Request

**Chapel Hill Wine Company &
Hillsborough Wine Company**

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Over \$80,000 Raised For N.C. Children's Hospital

Chapel Hill, NC – Who says small business can't make a big impact on the community? "Don't you believe it!" says Todd Wielar and the folks at the Chapel Hill Wine Company. The annual *Corks for Kids* event held this past weekend by the Chapel Hill Wine folks at the Friday Center in Chapel Hill raised over \$80,000 for the N.C. Children's Hospital.

"Just because we are small shouldn't mean that we can only give small," said Todd Wielar, Chapel Hill Wine Company owner and organizer of the *Corks for Kids* event. "This is our third year organizing the Corks for Kids event and this year SUPPORT was the key to our success. With the support of area sponsors and donors, and the support of our customers, we proved that we can make a big impact on the community by working together. This money will mean so much in furthering the miraculous work that the doctors and staff perform each day for the children of North Carolina at the N.C. Children's Hospital - regardless of their ability to pay or the complexity of the care they need." The money was raised through ticket sales, a 5% Day at A Southern Season, sponsors, donations, and auction items kindly donated by Chapel Hill Wine Company customers and other community businesses.

The *Corks for Kids* event is an annual two-day dinner and wine tasting extravaganza, in which all proceeds from the event go to the North Carolina Children's Hospital. This year's event kicked-off on September 11th & 12th with a rare opportunity to dine with some of Australia and New Zealand's finest winemakers at ACME restaurant in Carrboro, Bin 54 and Pazzo! in Chapel Hill and Four Square in Durham. Over 400 people attended the BIG wine tasting and auction event at Chapel Hill's William and Ida Friday Center on the evening of Saturday, September 13th. The event featured over 80 wines from sixteen Australia and New Zealand winemakers, organized by Vine Street Imports and Bordeaux Fine & Rare, while a silent and live auction rounded out the evening.

The Chapel Hill Wine Company and North Carolina Children's Hospital would like to again thank their customers, those who attended the event and sponsors. Sponsors included:

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To learn more about the N.C. Children's Hospital, please visit www.nccchildrenspromise.org. To learn more about Corks for Kids, please visit www.corksforkidsnc.com.

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Additional Background On Corks for Kids from Todd Wielar, Owner of Chapel Hill Wine Company and Creator of Corks for Kids:

Why am I doing this? Want to know why I put so much energy into raising money for the Children's Hospital? Her name is Lily Mae - my beautiful redheaded daughter. She and her Mom are alive today thanks to the N.C. Children's Hospital. And since my wife works there, I have gotten to hear about the other amazing things they do and the lives they touch. This is our state's Children's Hospital - kids come from all over the state to receive the best healthcare around - regardless of their ability to pay or the complexity of the care that is needed.

Which raises the question – if it is the state's Children's Hospital, why do they need our help? Can't they just go to the state for more money? If only it were that simple. Certainly, the state provides a portion of the hospital's budget. But that goes to cover the bare minimum – the basics that keep the lights on and the place running. What the state doesn't do is provide the funds needed to attract world-class physicians and staff or to initiate innovative research and care programs. The challenge is to find a way that allows the Hospital to be innovative and develop programs beyond what's afforded from patients' limited insurance and uncompensated care to children statewide. Simply stated, much of the

additional personnel and equipment they need to develop new and innovative programs are not available from the financial resources they have. That's where Corks for Kids comes in.

And, call me old-fashioned, but I believe a business has a responsibility to the community it lives in: a responsibility to improve the health, welfare and education of that community. Of course, it's good business, but the reasons go deeper. Why should a business take on a responsibility that we, as individuals, often do not? Simply, we all live busy lives, and while we may have the intentions to make a difference, reality gets in the way. After work, carpooling, kids, activities, etc., it is hard, if not impossible, to find time to help the community. And that's where businesses need to step in.

Businesses are adept, or should be, at pooling resources of people, energy and creativity to create a product greater than the sum of its parts. By turning these practices towards charitable endeavors, businesses can provide a win-win opportunity for all involved. Individuals reap the reward of giving back to their community in real ways that go beyond merely writing a check. Non-profits win by the improved efficiencies businesses can bring to charitable endeavors. The community wins – well, because the “community” starts to act like one, with people interacting and working together towards the greater good. We become a community that revolves around more than the fact that we live near each other.