



**FOR IMMEDIATE RELEASE:**

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## **FEED THE CHILDREN AND BOISSET FAMILY ESTATES PARTNER TO FEED FAMILIES IN TEXAS**

### *400 Families to Receive Food and Personal Care Items*

**Dallas, TX (Aug. 31, 2009)** – On Sept. 11 at noon, international hunger relief organization Feed The Children will distribute a semi tractor-trailer full of food items at Sigel's of Dallas (5757 Greenville Avenue) to families selected by the food pantry at Central Dallas Ministries. The trailer will arrive at noon and the food distribution will begin at 2 p.m.

Sigel's and Boisset Family Estates (DeLoach Vineyards, Lyeth Estate, French rabbit, and Oceana Riesling) are partnering with Feed The Children and Central Dallas Ministries to help alleviate hunger in Dallas by participating in Boisset's "Fight Against Hunger" campaign. Sigel's is featuring special pricing in their stores to encourage its customers to support these efforts. Sigel's will also hold a tasting of these wineries, as well as very-limited production special releases from two of Boisset's Burgundy wineries – Domaine de La Vougeraie and Jean-Claude Boisset – with Jean-Charles Boisset on Thursday September 10<sup>th</sup> from 5-7:30 PM. Attendees are encouraged to bring a donation of canned goods to augment the Fight Against Hunger campaign. For more information on the Sigel's event, please visit [www.sigels.com](http://www.sigels.com)

Boisset's Fight Against Hunger is a nationwide effort in 2009 in support of Feed The Children to unite the wine world to help US families at this critical moment. From July through December 2009, every bottle of wine from these Boisset wineries sold at participating retailers and restaurateurs will supplement three meals for a family in need in the U.S..

Jean-Charles Boisset, President of Boisset Family Estates, notes "the wine world is deeply connected to the harvest, agriculture and food – great wines are complemented by great meals, and thus, as part of the world of food and wine, we find it genuinely troubling to tolerate the existence of hunger among our friends and neighbors," says Boisset. "We know that now, more than ever, even families that have never thought to seek help before need assistance. That's why Boisset Family Estates has committed to providing a minimum of 1.2 million meals to U.S. families in need through our partnership with Feed The Children." For more information, visit [www.boissetfamilyestates.com/fightagainsthunger](http://www.boissetfamilyestates.com/fightagainsthunger).

The food pantry at Central Dallas Ministries is a partner agency of Feed The Children and has pre-identified the 400 recipient families. The boxes are designed to help supplement a family for up to one week.

"We are very appreciative for our partnership with Boisset Family Estates and Sigel's," said Larry Jones, founder and president of Feed The Children. "Because of their dedication and hard work, families in Dallas will not have to send their children to bed hungry tonight."

#### **About Feed The Children**

Founded in 1979 by Larry and Frances Jones, Feed The Children is consistently ranked as one of the 10 largest international charities in the U.S., based on private, non-government support. Feed The Children is a Christian, international, nonprofit relief organization with headquarters in Oklahoma City, Oklahoma, that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, war, poverty or natural disasters. Since its founding, the organization has reached out to help those in need in the US and in 118 countries around the globe. For more information, please visit [www.feedthechildren.org](http://www.feedthechildren.org).

#### **About Boisset Family Estates**

Boisset Family Estates is a family-owned producer and importer of fine wines based in Sausalito, California with roots in Burgundy, France. Founded by Jean-Claude Boisset in 1961, the company has a presence on six continents and in more than eighty countries, and is one of the world's leading producers of Pinot Noir. Each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. Simultaneously, Boisset is an innovative leader in the wine world, seeking to reduce the environmental impact of wine packaging and production and protect the long-term sustainability of winegrowing. This approach has helped Boisset to build a diverse and balanced portfolio that provides wines for every moment, mode of consumption, and occasion. To learn more about Boisset, its wineries from California to France, and its Fight Against Hunger campaign, please visit [www.boissetfamilyestates.com](http://www.boissetfamilyestates.com), or call 800.878.1123.

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