



## THE MILWAUKEE WINE OPENER

*The Wine Opener* is a national wine tasting series to benefit the Cystic Fibrosis Foundation. Locally, *The Milwaukee Wine Opener* will be held February 26<sup>th</sup>, 2010 at the Hilton Milwaukee City Center. Now in its 6<sup>th</sup> year, *The Milwaukee Wine Opener* has developed into Milwaukee's premier wine-tasting event, featuring over 100 international wines. Also featured during the evening are festive tasting stations exhibiting Milwaukee's finest and most popular restaurants. Past featured restaurants include: The Bartolotta Restaurant Group, Bayou Cajun Restaurant, Coast, Cold Spoons, Eat Cake, Elliot's Bistro, Gracious Events, Heaven City, Joey Buona's, Kil@wat, Maggiano's Maxie's Southern Comfort, Milwaukee Chophouse, Nankusa, Roots Restaurant, Simma's, Stone Fire Pizza Company, The Melting Pot, Twisted Fork, Venturi's Market, and West Allis Cheese and Sausage Shoppe.

### Event Exposure

*The Milwaukee Wine Opener* will be a relaxed, yet lively, evening for over 400 expected guests. The event appeals to wine novices looking for a casual and fun environment to taste wines, wine connoisseurs looking to expand their palate, as well as young professionals looking to sample Milwaukee's restaurant offerings with friends and co-workers.

*The Milwaukee Wine Opener* is an excellent marketing vehicle for targeting a mass, consumer-based audience with buying power. As a vendor at the Milwaukee Wine Opener, your company will have the opportunity to directly interact with guests and event sponsors, and to educate guests on your company's offerings. Your company and logo will be included in event marketing materials, including invitations (mailed to 800 individuals and emailed to 4,000 individuals), event programs (450 count), and event eblasts (sent 6 times to 1,200 individuals) (Deadline to be included in event invitations is December 31<sup>st</sup>, 2009). Involvement builds brand awareness, helps you promote goodwill and public relations, gives you the opportunity to create unique cause-related marketing campaigns, and develops positive community and employee relations, ultimately driving more traffic into your local establishments.

## Cystic Fibrosis and the Cystic Fibrosis Foundation

CF is a life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States (70,000 worldwide). One in 31 Americans (more than 10 million people) is an unknowing, symptomless carrier of the defective CF gene. When the CF Foundation began, few children lived to attend elementary school. Today, thanks to the efforts of scientists and caregivers supported by the CF Foundation, the median age of survival for a person with CF is over the age of 37. This is a remarkable improvement, but it is not good enough, as we continue to lose at least one precious life to CF every day.

Never before in the history of the CF Foundation has the feeling of optimism for defeating CF been so great. Progress has been made in the fight against this disease because the CF Foundation has seized every opportunity to support the best minds in science and to recruit the finest teams of caregivers to the CF cause.

**By partnering with the CF Foundation, you are investing in the lives of those with CF. Working together, we can give the children and adults with CF the quality of life and the future that they deserve.**