



Cleavage Creek™

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Cleavage Creek Cellars Supports Stand Up 2 Cancer

Lends support to national program to fight cancer and raise awareness

Napa, Calif. – September 6th, 2008 -- Cleavage Creek Cellars added their support to the national *Stand Up 2 Cancer* event which aired simultaneously, commercial free, on all three major networks on September 5th, 2008. Presented live from the Kodak Theatre in Hollywood, this historic simultaneous commercial-free telecast raised more than \$100 million to accelerate ground-breaking research and bring new therapies to patients more quickly. This unprecedented collaboration among the major television networks, entertainment industry executives, over 100 celebrities, and prominent leaders in cancer research and patient advocacy is designed to end cancer's reign as a leading cause of death.

Cleavage Creek supplied their world class wines for a *Stand Up 2 Cancer* luncheon honoring cancer groups from around the United States which was held at the Kodak Theatre prior to the broadcast.

"On behalf of the *Stand Up To Cancer* leadership team, we are tremendously grateful to everyone who contributed to make this historic event a success," said Lisa Paulsen, President & CEO of the Entertainment Industry Foundation, the 501(c)(3) charitable organization for the television and film business that serves as the fiduciary behind *Stand Up To Cancer*. "This money will go directly to

funding the research programs necessary to defeat this insidious disease. This remarkable achievement was made possible by the generosity of ABC, CBS and NBC; performers who volunteered their time to participate in the broadcast; viewers who phoned in; the substantial contributions from corporations, organizations and philanthropists; and the thousands of people who donated through our website. The *Stand Up To Cancer* movement has only just begun. Together, we can make the difference in this fight.”

Stand Up To Cancer's leadership team includes Laura Ziskin, who was executive producer of the September 5th broadcast and a cancer survivor; Katie Couric; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (who is also Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen, and Vice President Kathleen Lobb; the Noreen Fraser Foundation (NFF) and its executives Noreen Fraser, who is also a cancer survivor, Rusty Robertson and Sue Schwartz also of the Robertson Schwartz Agency (Noreen’s husband Woody Fraser is also an NFF founder); and nonprofit executive Ellen Ziffren (whose husband, noted L.A. attorney Ken Ziffren, played a pivotal role in bringing together the three networks for the fundraising special) . In addition to Laura Ziskin, the leadership team were co-producers of the broadcast; all were responsible for securing the participation of *Stand Up To Cancer's* major donors.

About Cleavage Creek

Cleavage Creek vineyards are located in Pope Valley, Napa, Calif. Cleavage Creek is dedicated to producing world class wines and funding breast cancer research. 10% of gross sales is donate the breast cancer research. Each bottle of Cleavage Creek wine honors a breast cancer survivor with their picture on the label. Their story is told on the Cleavage Creek website. For more information, please visit www.CleavageCreek.com or phone 1.888.295.1280.

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