



*Cleavage Creek*™

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Laura Kirkham

**The Laura Kirkham Agency**

760.341.1410

[Laura@LauraKirkham.com](mailto:Laura@LauraKirkham.com)

**Cleavage Creek Wines Win Awards**

*Wine label takes 5 medals in largest competition of American wines*

**Napa, Calif. – January 23<sup>rd</sup>, 2009** -- Cleavage Creek Cellars, producer of world class wines and contributor of 10% of gross sales to fight breast cancer, is a multiple award winner in the 2009 San Francisco Chronicle Wine Competition.

The 2009 professional wine judging took place at the Cloverdale Citrus Fair during the week of January 5, 2009. Professional wine judges representing trade, education, media, retail, and restaurants throughout the United States evaluated a record 4,736 wines entered by wineries from across the country. The San Francisco Chronicle Wine Competition is the largest competition of American wines in the world.

Cleavage Creek wines which won awards include :

2006 Petite Sirah – Silver Medal

2006 Cabernet Sauvignon – Silver Medal

2007 Secret White – Silver Medal

2007 Secret Red – Silver Medal

2007 Chardonnay -- Bronze Medal.

“We are honored and thrilled to have our wines receive these prestigious awards,” says Budge Brown, owner of Cleavage Creek. “This wine competition includes some of the best wines in America. We are immensely proud of our Cleavage Creek winners.”

The Budge Brown era of Cleavage Creek began in October 2007 when the first generation of wines were released. Brown lost his wife of 48 years to breast cancer. He is using the world class wines of Cleavage Creek to raise awareness and to fight the disease by donating 10% of gross sales to efforts to find a cure. Images of breast cancer survivors appear on each bottle of Cleavage Creek wine and their stories are told on the Cleavage Creek website.

To date, Cleavage Creek has made numerous donations in their commitment to fight breast cancer. Most recently, owner Budge Brown and Cleavage Creek made a major contribution to Bastyr University, a national leader in natural health arts and sciences education and research, for the establishment of the Integrative Oncology Research Clinic. Cleavage Creek donated \$20,000 in 2008 to Bastyr University and has pledged to donate another \$20,000 in 2009 – a total commitment of \$40,000.

With this grant from Cleavage Creek, the Bastyr University Integrative Oncology Research Clinic will open in February 2009 on the University’s Kenmore, Washington campus. This outpatient facility will provide state-of-the-science and state-of-the-art naturopathic and traditional Chinese medicine treatment and Integrative management of cancer patients

### **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. For more information, please visit [www.CleavageCreek.com](http://www.CleavageCreek.com) or phone 1.888.295.1280.

### **About SFCWC**

Founded in 1983 as the modestly sized Cloverdale Citrus Fair Wine Competition, the SFCWC has evolved immensely over the years, expanding its eligibility to wineries throughout the United States. In 2000, the event gained sponsorship from the *San Francisco Chronicle* and appropriately assumed the title the San Francisco Chronicle Wine Competition.

The Competition broke world records in 2007 with 3,800 American wines entered into competition, a number that established its position as the largest competition of American wines in the world. The 2008 competition raised the bar even higher, featuring an astounding 4,235 entries. For 2009, the SFCWC announced that over 4,736 varietals from wineries across the country had entered the competition.

The beneficiary of the San Francisco Chronicle Wine Competition annually is the Santa Rosa Junior College Wine Studies Program and Culinary Arts Program. The competition salutes these two programs for educational excellence in the field of wine studies and culinary arts.

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