



**CONTACT:**

Debbie Williams, PCG Inc.  
(704) 846-8960 office  
(704) 231-4724 cell  
debbie@pcgmeansresults.com

Miranda Wash, Exec.Dir.  
(704) 338-9463 office  
(843) 324-4017 cell  
miranda@charlottewineandfood.com

**MEDIA ADVISORY**

**THE WAIT IS OVER**  
***The 2010 Charlotte Wine & Food Weekend***  
***Kicks Off October 17, 2009 at the Ritz-Carlton Charlotte***

- WHAT:** The 2010 Charlotte Wine & Food Weekend is Charlotte's bi-annual celebration of wine, food and charity. Five beneficiaries have been selected based on the theme "Nourishing Mecklenburg County Youth." As a group, these charities nurture the "whole child," (body, mind and spirit) by focusing on such issues as education, child abuse and neglect, homelessness, and hunger. The 2010 beneficiaries and designated programs are:
- Second Harvest Food Bank of Metrolina – Backpacks for Underprivileged Kids
  - W.I.S.H. Program-Workforce Initiative for Supportive Housing –Homeless Children Focus
  - Council for Children's Rights – The Leading Voice for Children. Abuse and Neglect Advocacy Program.
  - Children's Theatre of Charlotte – Professional Theatre for Youth Audiences
  - Johnson & Wales University – Scholarships and Career Development
- WHEN:** The Charlotte Wine & Food Weekend includes the following festivities:
- October 17, 2009 Kick-off party at the new Ritz-Carlton Charlotte with Danny Fontana serving as emcee and auctioneer
  - April 21-22, 2010 Vintner Dinners - winemaker dinners held at various restaurants
  - April 23, 2010 Big Bottles & Blues - a casual event with the largest attendance
  - April 24, 2010 Vintner Tastings and the Grand Live Auction and Gala
- WHERE:** The Vintner dinners scheduled for April 21 and 22, 2010 will be located in several of Charlotte's fine dining restaurants. Other events will be held in vibrant uptown and throughout Charlotte. Specific event locations can be found online at [www.charlottewineandfood.com](http://www.charlottewineandfood.com) after October 17, 2009.
- WHO:** Since its inception in 1989, the Charlotte Wine & Food Weekend has grown into one of the Southeast's largest wine events and has raised more than \$3 million for local charities. Held in the spring of every even-numbered year, the weekend draws notable winemakers from around the world and pairs them with Charlotte's top chefs for three days of fun and educational events. For more information, visit [www.charlottewineandfood.com](http://www.charlottewineandfood.com) or call (704) 338-9463 (WINE).