

Media Contact:

Jenna Kirkwood/Fleishman-Hillard
916.492.5305/jenna.kirkwood@fleishman.com

***One Lucky Bride and Groom to Win \$5,000
and Say “I Do” with Mirassou***

Brides and grooms spend an average of 20 percent of their wedding reception budget on alcohol and bartender fees alone, which can easily jump into the thousands of dollars. Today’s weddings can be incredibly expensive, costing an average of \$20,000. Now one lucky couple will be able to put \$5,000 toward expenses for the big day, thanks to Mirassou Winery’s “I Do with Mirassou” contest.

Mirassou, America’s oldest winemaking family, will provide \$5,000 to help make the winning couple’s wedding dreams possible. The couple can choose what to use the prize money for, such as covering all of the reception wine expenses. The Mirassou wine style is light, refreshing and fruit-forward – a perfect match for memorable moments. Mirassou offers a food-friendly Chardonnay, Sauvignon Blanc, Riesling, Merlot, Pinot Noir and Cabernet Sauvignon, which will complement any reception’s menu.

“Wine adds elegance to any event, and it enhances good food, good conversation and good company,” said Mindy Weiss, celebrity wedding planner. “The ‘I Do with Mirassou’ contest is a great opportunity for couples getting married in 2008.”

Brides and grooms, as well as their family and friends, can enter online at www.mirassou.com. Entrants will need to include the date, location and expected guest count of their wedding reception. They will also need to answer, in 150 words or less, how they plan to creatively incorporate wine into their wedding reception. Entrants can view Mindy Weiss’ tips at www.mirassou.com.

The contest is open now, with entries due December 1, 2007. Couples over the age of 21 whose wedding will take place in 2008 are eligible to enter.

#

The Mirassou family has been growing grapes and crafting superior wines since 1854, earning them the proud distinction of being America’s oldest winemaking family. Today, the sixth generation carries on the legacy for Mirassou Winery, dedicated to continuing the family’s more than 150 years of excellence in winemaking.