



PGA TOUR Player David Hearn Releases Wine Label at the LCBO

The David Hearn Foundation Wine Label will now be available in 70+ LCBO stores throughout Ontario

Toronto, ON (May 10, 2017) – PGA TOUR golfer David Hearn and Rockway Vineyards Golf Wine Dine announced today the release of The David Hearn Foundation Wine Label in 70+ LCBO stores across Ontario, just in time to kick off the Canadian golf season. The white wine, a 2015 Chardonnay/Riesling VQA - silver medalist at the 2017 Finger Lakes International Wine Competition, will launch in stores on Saturday, May 13th. The red wine, a 2013 Cabernet/Merlot VQA - bronze medalist at both the Finger Lakes International Wine Competition and the All Canadian Wine Championships, will launch in stores on Saturday, June 24th

Since forming the partnership in 2015, Hearn and Rockway first released the label with a red and white wine at Rockway's retail and online stores in May 2016, and have now added the LCBO to its distribution channels - creating further accessibility for golf fans and consumers.

In order to create the wine label, it was important to partner with a company that shared Hearn's vision of producing a quality product that would inspire change, raise awareness for Alzheimer's Disease, and create lasting memories.

"Having The David Hearn Foundation wine label carried at LCBO stores across Ontario is amazing," said Hearn. Not only because of the recognition of the wines, but also the exposure and awareness it will bring the Foundation, the Alzheimer Society of Canada, and the impacts of the disease across the Country,"

The wine label hits close to home for both Hearn and Rockway, with a portion of proceeds from sales being donated to the Alzheimer Society of Canada through The David Hearn Foundation. Hearn is a national spokesperson for the Alzheimer Society of Canada, advocating for change, his family having been directly impacted by the disease. Rockway is known for their charitable contributions and giving back to the community.

"We are very excited for the release of these terrific wines in the LCBO stores as it provides additional exposure for The David Hearn Foundation and the very deserving charity that it supports," said Reid Strongman, President, Rockway Vineyards Golf Wine Dine.

The wine label capitalizes on Rockway's vineyards, which are located on premium grape growing land in the Twenty Mile Bench sub-appellation, famous for its mineral-rich soils. The winery is renowned for being able to grow, craft and bottle 99.9% of all of the wines it produces. The winery features a diverse portfolio of wines under the care of winemaker David Stasiuk.

ABOUT THE DAVID HEARN FOUNDATION

Founded in 2015, The David Hearn Foundation's central focus is to support the Alzheimer Society of Canada in reducing the personal and social impacts of the disease by raising funds to provide individuals and families with needed programs and services. Through its partnership, the Foundation will aim to increase awareness, improve care for those in need and enhance the quality of life for those affected by the disease, while also empowering Canadians to take action and create positive change.

Learn more about The David Hearn Foundation at www.DavidHearn.ca

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ABOUT ROCKWAY VINEYARDS GOLF | WINE | DINE

At Rockway, guests are able to enjoy three unforgettable experiences in one unique destination at Ontario's only winery with its own 18-hole golf course and wine museum. Rockway serves up its wines with terrific views of the Escarpment, golf course and vineyards when guests sit down for a dinner or a banquet at Windows on Rockway. Visit www.rockway.net for more information.

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