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Olympic Cellars Introduces 2X Success™

New philanthropic program makes good sense for small businesses

Port Angeles, Wash, Feb. 24, 2005 – Olympic Cellars, a woman-owned and operated boutique winery committed to supporting local women in need, is putting a new twist on philanthropic giving. Through an innovative program dubbed *2X Success* the winery is forging strong community partnerships and making meaningful contributions to non-profit organizations while mitigating the financial impact on its own bottom line. The program presents a win/win solution for both donor and recipient and can be applied to most any small business.

“We receive many wine donation requests from charitable organizations which we try to honor by giving a few bottles of wine here and a few there -- always with the feeling that we want to do more but are limited by the small size of our venture.” says Kathy Charlton, owner of Olympic Cellars. “At the same time the winery is dependent upon reliable volunteers for help during work intensive times of the year, like harvest and bottling. We can’t afford to hire additional staff. This got me thinking and I came up with the idea for 2X Success.”

How it works

2X Success pairs a non-profit organization’s need for reliable funding sources with the winery’s need for dedicated volunteer staffing throughout the year. It’s a formal relationship based upon the winery’s agreement to sell wine at its actual cost (not wholesale) to each 501(c)(3) partner in return for a committed number of volunteer hours provided by the non-profit’s membership. The 501(c)(3) can then host a fundraising event to sell or auction the wine.

The rate of exchange is based upon what Charlton would have to pay contract labor *per hour*, versus the cost of producing her wine. Without the cash layout for *volunteer* labor, she is able to offer a non-profit one bottle of wine at her cost per hour of work.

The model can be customized by other small businesses interested in a mutually beneficial, sustainable giving opportunity.

Beta test

Olympic Cellars Beta tested 2X Success during harvest last fall with *Operation Uplift*, a non-profit organization located in Port Angeles. Operation Uplift provides emotional support to cancer patients through support groups and individual counseling, as well as exercise classes, outdoor activities, retreats and workshops.

At the end of the Beta test project, Olympic Cellars had crushed 40 tons of grapes and bottled 1,600 cases of wine with the help of 20 Operation Uplift volunteers. An additional 25 volunteers poured wine at Olympic Cellars' annual Grape Stomp Harvest Party, which was attended by more than 250 guests. A total of 65 volunteer hours were contributed to the project, and Operation Uplift was able to purchase just over five cases of wine at Charlton's cost.

"We're now planning a fundraising event for late April or early May, which we'll call a "Spring Celebration of Life," says Operation Uplift Executive Director Liz Zenonian-Waud. "We'll invite all of our members, their families and the local community to come be entertained, eat good food, and enjoy some great Olympic Cellars wine in support of a very worthwhile cause."

Olympic Cellars plans to offer up to three local non-profit organizations a partnership opportunity in 2005.

"People value what they earn," says Charlton. "And I feel this holds true across the board with 2X Success. We value the committed volunteers whose support we've earned by providing a sustainable source of funding -- many foundations are now requiring non-profits to demonstrate this type of outside funding for grant eligibility. The volunteers value the opportunity to give-back to a worthwhile organization with their time. Each partner is invested in the other's continued success."

An added benefit is that people who know about the Charity of Choice and 2X Success programs continue to buy wine because they know that Olympic Cellars is committed to supporting its community – even if it's in a small way.

For further information on 2X Success and how your business might implement the program in your community, contact Kathy Charlton at 360/452-0160. You can visit Olympic Cellars on the Web at www.olympiccellars.com.