

Olympic Cellars Declares Holiday for All Hardworking Women

Saturday, Aug. 27 Designated Working Girl “No Labor Day”

Port Angeles, Wash., Aug. 16, 2005 – Olympic Cellars has self-declared a new “holiday” to recognize hardworking women everywhere. Starting this year the winery will designate the last Saturday in August **Working Girl “No Labor Day.”™** The intent is to encourage women juggling too many balls – in the home or on the job– to take a day out just for themselves and for things that are really important in life, family, friends or community support. The initiative is sponsored by Olympic Cellars’ *Working Girl™* series of wines.

The winery will join with Family Planning of Clallam County this year to host a No Labor Day celebration that begins with a “Walk for the Cure” and ends with a *Working Girl* wine toast and a concert by Seattle “folk-funk” singer Laura Love on the winery grounds. Olympic Cellars and Family Planning Clallam County are located in Port Angeles, Wash.

“Our *Working Girl* wines are much more than just a great label,” says Kathy Charlton, owner, Olympic Cellars, “they’re what we’re all about.” “We designed the wines to be enjoyed with friends and colleagues after a long day in pantyhose and pumps -- or jeans and a T-shirt – because women need to take time to nurture their own spirits. But as workingwomen ourselves (business owners, wives, mothers, grandmothers), we know how difficult it can be to take that time amid a never-ending stream of obligations and commitments. We hope that by self-designating a day of No Labor, we’ll encourage women to make themselves a priority. And we intend that the celebration of No Labor Day will expand across the country with the distribution of our wines.”

Walk for the Cure

Family Planning Clallam County’s third annual *Walk for the Cure* is a fundraiser for the Puget Sound Affiliate of the Susan G. Komen Breast Cancer Foundation. Led by a bevy of drummers and breast cancer survivors in pink T-shirts, the 5K walk starts and finishes at Waterfront Trail in Port Angeles. A \$20 registration fee includes a T-shirt and **special discount coupon for the Laura Love No Labor Day Concert at Olympic Cellars.**

“Family Planning Clallam County has been blessed with the support of Olympic Cellars in a number of our activities,” says Executive Director Chandra Huston. “Our Gynocare Program, the

winery's designated charity of choice, benefits directly from sales of Working Girl wines, branded items and proceeds from the No Labor Day Concert. And our staff and volunteers provide volunteer support during the No Labor Day concert and other winery events. This beautiful relationship stemmed from a discussion that took place during our 2003 Walk for the Cure. We hope that more than 200 walkers will celebrate No Labor Day this year by helping us raise money for the prevention and treatment of breast cancer."

Walk for the Cure begins at 10 a.m. on Saturday, Aug. 27. For registration information and further detail, call 360/452-2952 or contact cduckett@familyplanningofcc.org.

Working Girl No Labor Day Concert with Laura Love

Olympic Cellars' No Labor Day concert is a fundraiser for the winery's charity of choice, the Gynocare Program at Family Planning of Clallam County. Gynocare provides medical and diagnostic care for uninsured and underinsured women in Clallam County.

Seattle's Laura Love is a rare recording artist – authentic and deeply rooted with an extremely diverse audience appeal. Love refers to her style as "folk-funk," "Afro-Celtic," or "hip-Alachian." Her uncanny ability to get an audience to listen beyond its own musical boundaries has octogenarians lined up shoulder to shoulder with the pierced and tattooed and their middle-aged parents to get their cds autographed.

The Aug. 27 concert is from 3-5 p.m. at Olympic Cellars in Port Angeles. Tickets are \$15, and can be purchased in advance by calling the winery at 360/452-0160 or purchased on site.

About Olympic Cellars

Olympic Cellars is a boutique winery housed in an historic century-old barn between Port Angeles and Sequim on Washington's Olympic Peninsula. The winery annually produces approximately 3,200 cases of hand-crafted wines on site, including the premium La Dolce Vida label, the Working Girl series, and the Dungeness artist series. Olympic Cellars is strongly committed to supporting the physical and emotional well-being of women through its Charity of Choice and 2X Success initiatives.

Find out more about Olympic Cellars and its upcoming events by visiting the winery's website at www.olympiccellars.com, or by calling 360-452-0160. Also visit the new *Working Girl*™ website, www.workinggirlwines.com, for information pertaining specifically to the *Working Girl* series of wines and associated philanthropic programs.

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