



## GLASS HALF FULL FOR CANCER SURVIVORS AS MMF LAUNCHES NEW WINE

Media Release - July 2010

Recently the McGuinness McDermott Foundation (MMF) and Shottesbrooke Vineyards launched their joint venture, 'The Survivor' 2009 McLaren Vale Shiraz, with proceeds from sales helping to fund the MMF's Survivorship Program.

The MMF's Survivorship Program endeavours to reduce the impact of the cancer and treatment related effects experienced by children and their families by providing services that complement the child's clinical treatment, enhance their quality of life and provide a smoother journey in surviving childhood cancer.

MMF Survivorship Services Coordinator, Danielle Whitaker, says that by purchasing the 'Survivor', the community can help improve the services offered by the MMF.

"Money raised will help us expand the vital programs within the MMF Survivorship Service, including our Australian-first physical activity program which targets the specific needs of children surviving cancer."

Creating quality wine is a huge passion for wine maker Hamish Maguire and the fundamental aim of the Shottesbrooke team, and while it is always satisfying to produce a quality drop, it's rewarding to know that they are assisting seriously ill children and their families.

"We're delighted to be able to produce this great Shiraz for such a worthwhile cause," he said.

'The Survivor' possesses the full-bodied style that is iconic of the McLaren Vale, and is rich and full flavoured on the palate.

Layered with ripe fruit, mocha, and toasty overtones from the American oak maturation, this 2009 Shiraz also oozes the signature style and elegance of a Shottesbrooke wine.

For more information and photo opportunities please contact:

Ella Ricketts  
McGuinness McDermott Foundation  
p. 08 8161 6025  
e. [ella@mcfoundation.com.au](mailto:ella@mcfoundation.com.au)

Alicia Callary  
Shottesbrooke Vineyards  
p. 0412 433 807  
e. [alicia@shottesbrooke.com.au](mailto:alicia@shottesbrooke.com.au)