

FOR IMMEDIATE RELEASE:

Contact: Laurie SantaLucia  
ANDERSON AD & PR  
480.945.2229  
laurie@anderson-adv.com

## **Drink Pink!**

*Arizona Stronghold Vineyards Proudly Supports the Fight Against Breast Cancer*

**Cottonwood, AZ , May 16, 2011** — What do you do when a global disease hits home? You fight. Throughout the month of October, **Arizona Stronghold Vineyards** will donate a portion of the proceeds from each individual sale of their *Dayden Rosé* directly to the **Southern Arizona Affiliate of Susan G. Komen for the Cure®**.

"After learning that our Business Manager and friend Lisa Rhodes, was diagnosed with breast cancer (only a couple years after losing her husband to cancer), we felt a need to join hands with all the people fighting to prevent this disease while also lending support to those who are already affected by it," stated Eric Glomski, Arizona Stronghold Co-Founder and Director of Wine Growing.

Join **Arizona Stronghold** in the fight against breast cancer and purchase your bottle of *Dayden Rosé* (\$13) online at <http://azstronghold.com/> or at their Tasting Room: 1023 N. Main Street, Cottonwood, AZ. Open daily at 12pm.

### **About Arizona Stronghold Vineyards**

Arizona Stronghold Vineyards is a privately held partnership between musician-vintner Maynard James Keenan (Tool, Puscifer) and master vintner Eric Glomski. Keenan also has a controlling interest in Merkin Vineyards and its associated winery, Caduceus Cellars. Glomski has a controlling interest in Page Springs Cellars.

### **About The Southern Arizona Affiliate of Susan G. Komen for the Cure®**

The Southern Arizona Affiliate of Susan G. Komen for the Cure® is dedicated to combating breast cancer at every front. Up to 75 percent of the Affiliate's net income goes toward funding grants to local hospitals and community organizations that provide breast health education and breast cancer screening and treatment programs for medically underserved women. The remaining net income (a minimum of 25 percent) supports the national Komen Grants Program, which funds groundbreaking breast cancer research,

meritorious awards and educational and scientific programs around the world.