Wine Enthusiast Announces Official Partnership with Rebuild Wine Country

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October's devastating Northern California wildfires impacted communities, colleagues, friends and families of the wine world. As the entire industry looks towards long-term relief for the affected businesses and residents of these hallmark regions, Wine Enthusiast Media has aligned with Rebuild Wine Country (RWC), a long-term giving fund dedicated to rebuilding homes for owners and renters most in need in Sonoma, Napa, Solano, Lake and Mendocino Counties. RWC is partnered with the non-profit Habitat for Humanity.

"We're proud to announce our alliance with the incredible initiatives of Rebuild Wine Country," says Co-Founder and Publisher of Wine Enthusiast Media, Adam Strum. "We will be working alongside and in support of Rebuild Wine Country's efforts as we turn our focus to long-term solutions to help get these iconic regions back on their feet and beyond."

Wine Enthusiast's imminent support of RWC's efforts includes donating partial proceeds from the upcoming 2017 Wine Star Awards gala, hosted in Miami, Florida, at Nobu Eden Roc on Monday, January 29th 2018, to the fund, as well as extensive promotion of the fund and its initiatives, events and alliances across all of W.E.'s national and international media platforms. This includes the launch of RWC's most recent *Wine Country Rise* visual campaign, featuring stunning graphics by artist Craig Frazier and encouraging tourism in the areas affected.

"We're thrilled to be partnering with *Wine Enthusiast* to rebuild our communities in the aftermath of the recent fires," said Chris Strieter, Volunteer Executive Director, Rebuild Wine Country. "Together with their support, we are able to generate more awareness and resources to make a tremendous impact on the long-term needs for those who lost an owned or rented home."

To donate to Rebuild Wine Country, please visit their website. To join the social conversation follow @WineEnthusiast on Twitter, Instagram and Facebook with the hashtag #WEStandwithCA.

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