

**Subject:** Adelaida Cellars Raises Funds for Amer. Cancer Society around Great Western Bicycle Rally  
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**ADELAIDA CELLARS PLANS FUNDRAISING EFFORT AROUND THE GREAT WESTERN BICYCLE RALLY**  
**To Benefit the American Cancer Society**

**Paso Robles, California (May 25, 2005)** -- Adelaida Cellars, the Great Western Bicycle Rally, and the Mission Oaks Unit of the American Cancer Society have pooled their promotional resources in a fundraising effort to benefit the American Cancer Society. The program is centered around the 1,500-1,800 cyclists that are expected to register in the 41st gathering of a bicycle event held each Memorial Day Weekend (May 27-30, 2005) in the greater Paso Robles area. Adelaida Cellars will donate \$2 for every registered rider in the rally plus \$5 for every participant who visits the winery's tasting room that weekend. Interested cyclists may make individual contributions independent of the fundraising campaign. The financial support could reach tens of thousands of dollars this first year and more going forward.



Elizabeth Van Steenwyk, the owner of Adelaida Cellars, conceived the program. "With two surviving cancer patients in the family, I felt it would be a wonderful way of supporting an organization that has provided inspiration to so many people," said Van Steenwyk. "We started late this year, but I hope to tap my business contacts for matching contributions next year."

Rally organizers will help promote this cause by placing a written description of the donation process on their web site and linking it to an anchored feature on [www.adelaida.com](http://www.adelaida.com). The plug will encourage cyclists to visit Adelaida Cellars, thereby increasing Adelaida's donation to the American Cancer Society.

The Great Western Bicycle Rally ([www.gwbr.org](http://www.gwbr.org)) offers 13 suggested routes that begin and end at the Paso Robles fairgrounds. In particular, the popular "Wine Taster's Tour" winds through 31 country miles of west Paso Robles, passing Adelaida Cellars en route and offering weary riders a chance to rest and refresh.

"The Great Western Bicycle Rally provides a getaway bicycling weekend like no other," states the rally's web site. "Each Memorial Day Weekend, the little community we like to call 'Bicycletown, USA' magically springs to life as cyclists from all over the West gather at the fairgrounds. The headquarters building becomes our city hall, various vendors attending the Rally become our shops, and the many participants visiting or camping on the fairgrounds become our residents. For three days, Bicycletown residents forget the real world as they cycle through the beautiful central California countryside, engage in friendly competitions and spend the evenings socializing with other cyclists." Sharon Ware, co-director of the rally, believes the program in support of the American Cancer Society will further the feeling of community.

Eva Reagan of the American Cancer Society's Mission Oaks Unit immediately realized the potential of this fundraising program when approached by Adelaida Cellars. "Awareness is what it's all about," said Reagan. "This event presents us with an opportunity to meet thousands of new supporters. We will maintain an information booth at the fairgrounds during peak registration times. Interested riders should drop by for details and flyers."

The American Cancer Society ([www.cancer.org](http://www.cancer.org)) is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy and service. The organization's international mission concentrates on capacity building in developing cancer societies and on collaboration with other cancer-related organizations throughout the world in carrying out shared strategic directions.

Established in 1981, Adelaida Cellars is a family-owned and operated vineyard and winery situated 16 miles from the Pacific Ocean at 1,800 feet of elevation in the Santa Lucia Mountains. Its award-winning wines originate in two principal vineyards that are recognized for their chalky mountain soils, temperate climates and long growing seasons. Planted in 1963, HMR Estate Vineyard boasts the oldest pinot noir vines on the South Central Coast while Viking Estate Vineyard has formed the backbone of Adelaida's steadfast Cabernet program since 1996. The winery offers many interactive functions throughout the year: an inviting tasting room, educational seminars, library tastings, wine club events, scheduled vineyard tours, winemaker dinners, and seasonal festivals produced by the Paso Robles Vintners & Growers Association ([www.pasowine.com](http://www.pasowine.com)).

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