



# PRESS RELEASE

## OUR RIBBON IS PINK FOR A GOOD CAUSE...

Scarborough Wine Co. announces the latest release of their Blue Label Chardonnay. Released in October to coincide with Breast Cancer Awareness Month, this special edition 2007 Scarborough Blue Label Chardonnay is marked with its very own Pink Ribbon.

A generous contribution from every bottle sold will be donated to the Sydney Breast Cancer Foundation, the fundraising arm of the Sydney Breast Cancer Institute and one of Australia's leading centres for the diagnosis, treatment and prevention of breast cancer.

**Merralea Scarborough says:**

*For a second year Scarborough Wine Co are delighted to support the Sydney Breast Cancer Foundation (SBCF). As a family owned and operated company we wanted to make a substantial contribution to a charity that could really make a difference.*

*We were overwhelmed by the success of our Inaugural 2006 Pink Ribbon Release and with the help of our loyal customers we are helping to raise awareness and support a good cause.*

The Pink Ribbon Release 2007 Scarborough Blue Label Chardonnay can be purchased from Scarborough Wine Co. through their Cellar Door, by mail / phone / website, and is also available in restaurants and premium retail outlets.

**For media enquiries or pictures, please contact:**

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