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Press Release

FOR IMMEDIATE RELEASE

Olympic Cellars Kicks Off Summer with National Flip-Flop Day Celebration

Free wine tasting for flip-flop fashionistas!

Port Angeles, Wash., June 2, 2009 – What better way to celebrate the first day of summer than by breaking out the flip-flops, those fun, colorful rubber sandals that are synonymous with the season? How about relaxing with flip-flops on your feet and a glass of wine in your hand? On **June 20-21**, Olympic Cellars will celebrate **National Flip-Flop Day** (June 21), more commonly known as Summer Solstice or the first day of summer, with **free wine tasting** for all flip-flop clad wine enthusiasts who flop their way through the tasting room doors between the hours of 11 a.m. – 6 p.m.

“Now, we’re talking *true* flip-flops, not Birkenstocks or any type of open-toed shoe that entices northwesterners to wear *socks*,” specifies winery owner Kathy Charlton with a smile. “Though the Pacific Northwest introduced the concept of ‘socks and sandals,’ our philosophy is that if enough people wear *real* flip-flops on National Flip-Flop Day, the sun just *has* to follow!”

The National Flip-Flop Day celebration will feature *Rosé the Riveter*, Olympic Cellars’ Lemberger rosé wine often described as “sunshine in a glass,” at 20 percent off. *Dungeness Red*, the winery’s heritage Lemberger wine, will also be featured as part of the winery’s ongoing 30th Anniversary Year of Celebration at \$11.20 per bottle (regularly \$15.99).

National Flip-Flop Day was conceptualized in 2007 by *Tropical Smoothie Café*, with more than 300 locations nationwide including one in Vancouver, Wash., as a way to ring in the summer season.

“They’re serving smoothies, but I’m serving *wine*,” laughs Charlton, “along with some good summer fun.”

“The reopening of the Hood Canal Bridge makes it easy once again to get to the Olympic Peninsula from the Greater Puget Sound area,” Charlton adds. After stopping in at the winery,

we hope visitors will drive to downtown Port Angeles and view the transformation that began during the bridge closure and continues today. It's the result of a wonderful volunteer initiative called, "Our Community at Work: Painting Downtown."

About Olympic Cellars

In 2009 Olympic Cellars will launch its 30th *Anniversary Year of Celebration*. Along with celebrating 30 years of winemaking on the Peninsula, the winery is committed to working with Peninsula businesses and organizations to retool and adapt to a changed business environment and to helping *drive the local economy*. The winery also remains strongly committed to supporting the physical and emotional well-being of women through its Charity of Choice and 2X Success initiatives.

Olympic Cellars is a boutique winery housed in an historic century-old barn between Port Angeles and Sequim on Washington's Olympic Peninsula. The winery annually produces approximately 3,500 cases of hand-crafted wines on site, including the premium La Dolce Vida™ label, the Working Girl® series, and the Dungeness artist series.

Find out more about Olympic Cellars and its upcoming events by visiting the winery's website at www.olympiccellars.com, or by calling 360-452-0160. Also visit the new *Working Girl website*, www.workinggirlwines.com, for information pertaining specifically to the *Working Girl* series of wines and associated philanthropic programs.

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