



MAGNOTTA ANNOUNCES FUNDRAISING EVENTS FOR LYME DISEASE AWARENESS MONTH

Proceeds Go Toward Building Canada's First Lyme Disease Research and Testing Facility

VAUGHAN, ONTARIO, May 12, 2009 – May is Lyme Disease Awareness Month and Magnotta Winery Corporation is leading the way with a line-up of awareness and fundraising events. Proceeds from all activities will go to the Canadian Lyme Disease Foundation (CanLyme) to help fund the building of Canada's first Lyme disease research and testing facility. According to CanLyme, the facility is critical in order to respond to the inadequate testing in Canada, inconsistent reporting criteria, limited surveillance and poor clinical diagnostic knowledge.

The Underground Cellar Experience Hosted by Rossana Magnotta

An evening of fine wine, music and candlelight featuring a selection of Magnotta's barrel aged Ontario VQA wines, the aromas and sights of Magnotta's underground barrel cellar, gourmet hors d'oeuvres and live entertainment.

Thursday, May 21 **or** Thursday, May 28, 2009

Magnotta Vaughan, 271 Chrislea Road, Vaughan, ON. 7 p.m. to 10 p.m.

Tickets on sale at Magnotta retail stores and at magnotta.com. \$50 per person. Space is limited.

Press Interviews: Mrs. Magnotta will be available to discuss current issues and problems surrounding Lyme disease. To schedule an interview, please contact: Marisa Mainella, 905-738-9463, marisa.mainella@magnotta.com

Lyme Awareness Bracelet

Designed and produced exclusively by Magnotta, this elegant strand of Swarovski pearls and crystals will be launched and sold at The Underground Cellar Experience.

MORE

Magnotta's Cabernet Sauvignon in Support of Lyme Disease

Magnotta's long-term campaign to raise awareness and funds for Lyme disease includes the release of its 2007 Cabernet Sauvignon Special Reserve VQA. A portion of the proceeds from the sale of this wine goes directly to CanLyme all year round.

Toonies for Lyme Collection at all Magnotta Retail Locations

Shoppers may donate a Toonie to support CanLyme. Lyme awareness posters and other information will be posted to educate customers about this complex illness.

4th Annual True North Golf Tournament Hosted by Magnotta Brewery

Monday, June 1, 2009 - Thornhill Golf & Country Club

This event includes eighteen holes of championship golf, post-game reception and BBQ lunch featuring Magnotta True North beers. Various golfing packages available. Visit magnotta.com

One of the top ten misdiagnosed diseases in the world which is now affecting millions of people, Lyme disease is a bacterial infection caused by the bite of an infected tick that causes flu-like symptoms in the beginning. When properly diagnosed and treated early, Lyme disease is curable. However, when misdiagnosed, Lyme becomes debilitating, chronic and sometimes irreversible, even fatal. This multi-organ infection can attack a person's heart, brain, bones, muscles, digestive system, skin, eyesight, hearing and more. It can cause symptoms that mimic other diseases resulting in a misdiagnosis. Lyme has been found in all Canadian provinces and, with global warming, will only continue to spread.

About Magnotta Winery Corporation

Magnotta Winery Corporation, established in 1990, is one of Canada's leading wine producers and retailers with seven locations in Ontario. Magnotta is a Platinum Member of Canada's 50 Best Managed Companies and Canada's most award winning winery with over 3,000 awards for product excellence. Magnotta is the only company of its kind in Ontario licensed to produce and sell wine, beer and distilled products.

About the Canadian Lyme Disease Foundation

Established in 2003, the Canadian Lyme Disease Foundation (CanLyme) is a federally registered charitable organization dedicated to advancing Lyme research, education, screening, diagnosis and treatment in Canada. A major goal for the foundation is to build Canada's first Lyme disease research and testing facility.

Contact Information

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