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FOR IMMEDIATE RELEASE

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**Central Coast Wineries Hosting Vino for Vets Memorial Weekend Fundraiser**  
***Annual event supports Honor Flight Central Coast California***

**Paso Robles, CA** – Central Coast wineries and tasting rooms are stepping up in support of Honor Flight Central Coast California this Memorial Day weekend, May 27-28-29, 2023.

Two dozen wineries are participating in “Vino for Vets,” an annual fundraiser that supports Honor Flight, the local organization that takes veterans on trips to Washington DC to visit the memorials that honor their military service.

Vino for Vets is a unique promotion in which individual wineries and tasting rooms volunteer to showcase Honor Flight. Funds are raised via efforts that may include donating a percentage of tasting room fees and wine sales, displaying Honor Flight donation jars, or offering special promotions and sale incentives in tasting rooms. “The beauty of Vino for Vets,” said Honor Flight board president Bear McGill, “is that anything goes. Our winery supporters choose their own participation levels. We know they’ve been hard hit through Covid and are still recovering, and despite that, they are stepping up to help our organization in many different and creative ways. We are so grateful.”

McGill noted that not only does Vino for Vets generate funds for the group, but it also puts a spotlight on Honor Flight. “Our winery partners are so good to us. They give us visibility we can’t readily create for ourselves,” he said, and added that he hopes area residents and visitors will in turn support the wineries and thank them for all they do for the community.

Vino for Vets is slated to run Saturday, Sunday and Monday of Memorial Weekend, May 27-28-29. Individual winery participation dates may vary.

The promotion comes on the heels of Honor Flight’s recent trip, a first-ever charter flight that took 72 veterans (more than triple the usual) to Washington DC in April. The group returned home to Santa Maria and a welcome from an exuberant, overflow crowd of 1,000 well-wishers. “It was just unbelievable,” said McGill. “We’ve never had anything like it. We just feel so connected to, and appreciative of our community. Vino for Vets is another example of that support.”

(more)



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Vino for Vets participants as of press time (check [www.HonorFlight.org](http://www.HonorFlight.org) and Facebook for updates):

Ancient Peaks Winery  
AronHill Vineyards  
Asuncion Ridge Vineyards  
Barr Estate Winery  
Barton Family Wines / Grey Wolf Cellars  
Bella Luna Estate Winery  
Castoro Cellars  
Croad Vineyards  
Cutruzzola Vineyards  
Donati Family Winery  
Dubost Winery  
Eberle Winery

Jack Creek Cellars  
Law Estate Wines  
Le Vigne Winery  
Midnight Cellars  
Oso Libre Winery  
Penman Springs Vineyard  
Pianetta Winery  
Tin City Distillery / Wine Shine Spirits  
Tobin James Cellars  
Tolo Cellars  
Whalebone Wine