

**Media Contacts:**

Broussard Hill Communications

Melissa Broussard, 503-638-1055; [Melissa@broussardhill.com](mailto:Melissa@broussardhill.com)

Lisa Hill, 503-327-8328; [lisa@broussardhill.com](mailto:lisa@broussardhill.com)

## **GIVE TO AFRICA – AND YOUR SWEETHEART! BOB’S AFRICAN WINES ARE GOOD FOR THE HEART THIS VALENTINE’S DAY...AND EVERY DAY!**

*New philanthropic wine brand from Fat Barrel Wine Company donates ten percent of sales  
and raises money on behalf of AIDS/HIV work*

PORTLAND, Oregon (Feb. 1. 2008) —Make a global statement this Valentine’s Day when you pick a wine to give or enjoy with someone special. Bob’s AFRICAN wine brand was created by Bob Lynde as a way to bring awareness to the AIDS/HIV plight in African countries, as well as do his part to make a difference in the global community. Lynde donates ten percent of his sales revenues from each bottle of Bob’s AFRICAN to Africare and local African relief organizations like Mercy Corps. The wine is produced and bottled in South Africa and Lynde is part of the process – from vineyard to retailer. Bob’s AFRICAN wines are available at gourmet grocers and wine shops in New York, New Jersey, Oregon and Washington, D.C. and online at [www.guyduvin.com](http://www.guyduvin.com).

“It is my responsibility to offer the consumer a product I stand behind – both for its quality and the far reaching work each bottle contributes on behalf of my partners like Africare and Mercy Corps,” says Lynde. “I wanted to use my experience in the South African wine industry to raise money for organizations that are on the ground level helping people in crisis.”

**About Africare:**

Africare is a leading non-profit organization specializing in African aid. It is also the oldest and largest African-American led organization in that field. Since its founding in 1970, Africare has delivered more than \$675 million in assistance and support — over 2,000 projects and millions of beneficiaries — to approximately 36 African countries. Africare has its international headquarters in Washington, DC, with 25 field offices throughout Africa. For more information, visit [www.africare.org](http://www.africare.org).

**About Mercy Corps:**

Mercy Corps works amid disasters, conflicts, chronic poverty and instability to unleash the potential of people who can win against nearly impossible odds. Since 1979, Mercy Corps has provided \$1.3 billion in assistance to people in 100 nations. Supported by headquarters offices in North America, Europe and Asia, the agency’s unified global programs employ 3,400 staff worldwide and reach nearly 14.4 million people in more than 35 countries. Please visit [www.mercycorps.org](http://www.mercycorps.org) for more information.

**About Bob’s AFRICAN:**

Capitalizing on Bob Lynde’s interest, passion for and industry connections in South Africa, Fat Barrel Wine Company’s initial brand release is Bob’s AFRICAN wines, a value-priced range of South African wines. The Bob’s AFRICAN brand generates both awareness and funds for fighting the HIV/AIDS pandemic in Africa. Ten percent of Bob’s AFRICAN import sales benefits Africare, the international humanitarian organization. Lynde and his partner, Jessica Harrington believe the fine wine consumer is inherently interested in giving back to those less fortunate. They also believe that the wine industry can support the development of wine brands with philanthropic missions. Bob’s AFRICAN wines are currently available in specialty wine shops and gourmet grocers in New York, New Jersey, Washington, D.C. and Oregon (with Florida, Illinois, Texas, California and Virginia coming soon), and online at [www.guyduvin.com](http://www.guyduvin.com). For a list of available retailers, please visit [www.bobsafrican.com](http://www.bobsafrican.com).