

Montezuma Winery & Hidden Marsh Distillery

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For Immediate Release

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Contact: Kelly Burnett

Montezuma Winery raises over \$7k for Ovarian Cancer Awareness

Seneca Falls, NY - Montezuma Winery is honored to award a donation of \$7,741 to Hope for Heather, a CNY not-for-profit organization that raises money for ovarian cancer awareness, education and local support.

We partnered with Hope for Heather to create Hope Dry Rosé, a dry, crisp wine with aromas of strawberry, melon and nectarine that was inspired by Heather Weeks. The “Hope Dry Rosé” wine campaign sponsored by Montezuma Winery represents “Hope in a Bottle” for women of Upstate New York.

Two dollars of every bottle sold will help finance important new research and awareness programs. With the generous donations of wine bottles from Waterloo Container and labels, that feature Heather on them, from Syracuse label, as well as other fundraising efforts we were able to exceed our goal of \$7,000.

"Our work with Hope for Heather started as a way to give back to the community. It has turned into so much more than that for us now." said Bill Martin, co-owner of Montezuma Winery & Hidden Marsh Distillery. "After losing a member of our family to cancer our passion to help to cure this disease has intensified. We have had countless people come into our tasting room that have shared stories of sadness, victory and most notably Hope. It is our honor to work with Hope for Heather."

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About Montezuma Winery

Located in the heart of the Finger Lakes region, Montezuma Winery & Hidden Marsh Distillery has been providing award winning fruit, honey and grape wines since 2001. With a selection of over 30 wines as well as spirits, there is something to suit everyone's palate.

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About Hope for Heather

Hope for Heather is a 501c3 not-for-profit corporation started in memory of Heather Weeks, who lost her life to cancer at age 24. Heather was an advocate for Ovarian Cancer Awareness and worked at the National Ovarian Cancer Research Funding organization, OCRFA. Hope for Heather's mission is to create awareness on the symptoms and risks of ovarian cancer, raise funds to continue research, and to provide comfort for women and families devastated by cancer. 1 in 72 women will be diagnosed with Ovarian Cancer each year. There is no prescreening test for Ovarian Cancer, so it is typically not diagnosed until stage 3 or 4 when the disease is very difficult to treat.

Without a Test, awareness is best! Hope for Heather's volunteers distribute over 60,000 teal ribbons and information cards each year at the NY State Fair, sporting events, and health fairs. Hope for Heather volunteers have raised over \$800,000 dollars for research and awareness in Central New York. Hope for Heather is a 100% volunteer organization so all the net money raised is used to support the mission. www.hopeforheather.org

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