

HANDCRAFT

— ARTISAN COLLECTION —

PRESS RELEASE

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HANDCRAFT ARTISAN COLLECTION WINES STEPS UP SUPPORT OF BREAST CANCER AWARENESS WITH THE LAUNCH OF “WALK THE WALK” FACEBOOK CAMPAIGN

Napa, Calif. (July 2014) — [HandCraft Artisan Collection](#) wines spearheads “Walk the Walk,” an interactive Facebook campaign launched to donate funds to participants walking and running for breast cancer support organizations, as well as other charitable causes nationwide. Now live on the [HandCraft Facebook page](#), “Walk the Walk” invites people participating in 3-Day, 2-Day and other single-day walks/runs across the country to enter to win a \$250 contribution towards their fundraising goals. Running through October 31, 2014, a winner will be selected and announced bi-weekly.

Over the past two years, HandCraft has contributed over \$200,000 to support breast cancer awareness, prevention and research, with HandCraft founder and third-generation wine proprietor, Cheryl Indelicato leading the charge.

“Breast cancer has touched thousands of families, in addition to my own, and I am blessed to have the opportunity to support the cause at the community and national levels through HandCraft,” said Indelicato. “In anticipation of Breast Cancer Awareness Month coming up in October, “Walk the Walk” hosted by HandCraft is a socially charged, grassroots effort to spread awareness and support of those making a difference in their communities.”

“Walk the Walk” is an extension of Indelicato’s personal involvement in the breast cancer walking community. This year marks her third year leading a group (Team HandCraft) in multiple breast cancer awareness walks across the country, including a 3-Day (60 mile) race of the cure.

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About HandCraft Artisan Collection

HandCraft Artisan Collection wines are crafted by Delicato Family Vineyards, a family-owned California winery founded in 1924. Three generations of the Indelicato family have guided grapes from vineyard to bottle. Delicato Family Vineyards is steadfastly committed to producing and representing wines of the highest quality in accordance with sustainable winegrowing practices. Launched in early 2012, HandCraft Artisan Collection celebrates Cheryl Indelicato’s California home and Italian heritage. For more information about HandCraft visit www.HandCraftWines.com or www.facebook.com/HandCraftWines.