



## **MEDIA ADVISORY** **FOR IMMEDIATE USE**

### ***¡Día de los Vinos!***

**MEDIA CONTACT:**  
**Ara Najarian**  
**Latino Consultants**  
**323.344.8080**  
**Ara@LatinoConsultants.com**

**A Unique Fundraising Event Pairs California's Best Vintners  
With Tastings by Executive Chef Michael Reardon of  
Casa Del Mar, Hotel By The Sea  
To Benefit the California Hispanic Osteoporosis Foundation**

**CHOF PROGRAMS ARE NEEDED MORE THAN EVER:  
RESEARCH POINTS TO LATINO OSTEO BEING A DIABETES-TYPE EPIDEMIC**

**Osteoporosis Is Debilitating and Has Fatal Outcomes:  
Death Rates After Hip Fractures Are  
Nearly Twice That of Breast Cancer**

- WHO:** The California Hispanic Osteoporosis Foundation (CHOF) presents *¡Día de los Vinos!*
- WHAT:** *¡Día de los Vinos!* will bring together physicians, industry and community leaders, university researchers and socially-conscious businesses to support and raise money for the programs of the California Hispanic Osteoporosis Foundation (CHOF) – the only Latino osteoporosis organization dedicated to education, screening & diagnosis, prevention, treatment and advocacy.
- WHY:** (1) Research indicates that Latino osteo will be a diabetes-type epidemic. Latinos are the fastest growing & *aging* demographic. (2) Osteoporosis is debilitating and has fatal outcomes: *Death rates after hip fractures are nearly twice that of breast cancer.* (3) Under-diagnosis is a huge barrier because many physicians have been taught that Latinos are less likely to have osteoporosis, *but the opposite is true – they are likely to have LBM at a younger age.*
- WHEN:** Saturday, November 7, 2009 • 1:00 p.m. - 4:00 p.m.
- WHERE:** The Casa Del Mar, Hotel by The Sea  
1910 Ocean Way, Santa Monica, California 90405
- VINTNERS:** See Next Page
- SPONSORS:** Amgen • P&G Health Care • L.A. Care Health Plan • Aetna • TOYOTA • SCAN Health Plan • Silver Lake Medical Center



# California Hispanic Osteoporosis Foundation

[www.CHOFfound.org](http://www.CHOFfound.org) | [www.CHOFevents.org](http://www.CHOFevents.org)

Your media coverage can educate about this epidemic.

## *¡Día de los Vinos!*

Benefiting the California Hispanic Osteoporosis Foundation

November 7, 2009 • 1 p.m. to 4 p.m.

At Casa Del Mar Hotel By The Sea, Santa Monica, California

### Featured Wineries

Alex Sotelo Cellars ([www.AlexSoteloCellars.com](http://www.AlexSoteloCellars.com)), Napa  
Nevarez Vineyard ([www.NevarezWine.com](http://www.NevarezWine.com)), Paso Robles  
Buehler Vineyards ([www.BuehlerVineyards.com](http://www.BuehlerVineyards.com)), St. Helena  
St. Barthélemy Cellars ([www.StBartWine.com](http://www.StBartWine.com)), Napa  
Chateau De Vie ([www.CDVnapavalley.com](http://www.CDVnapavalley.com)), Calistoga  
Clos Solène ([www.ClosSolene.com](http://www.ClosSolene.com)), Paso Robles  
Frank Family Vineyards ([www.FrankFamilyVineyards.com](http://www.FrankFamilyVineyards.com)), Calistoga  
Keever Vineyards ([www.KeeverVineyards.com](http://www.KeeverVineyards.com)), Yountville  
Laetitia Vineyard & Winery ([www.LaetitiaWine.com](http://www.LaetitiaWine.com)), Arroyo Grande  
Leonesse Cellars ([www.LeonesseCellars.com](http://www.LeonesseCellars.com)), Temecula  
Mariposa Wine Company ([www.MariposaWine.com](http://www.MariposaWine.com)), Madera  
Millésimé Cellars ([www.MillesimeCellars.com](http://www.MillesimeCellars.com)), Santa Ynez  
Noir Food & Wine ([www.NoirFoodandWine.com](http://www.NoirFoodandWine.com)), Pasadena  
Stryker Sonoma Winery & Vineyards ([www.StrykerSonoma.com](http://www.StrykerSonoma.com)) Sonoma  
Sunstone Winery ([www.SunstoneWinery.com](http://www.SunstoneWinery.com)), Santa Ynez  
Sylk Cellars ([www.SylkCellars.com](http://www.SylkCellars.com)), Napa  
Wiens Family Cellars ([www.WiensCellars.com](http://www.WiensCellars.com)), Temecula

### ANGELITOS (Donors)

Cakebread Cellars ([www.Cakebread.com](http://www.Cakebread.com)), Napa  
Bennett Lane Winery ([www.BennettLane.com](http://www.BennettLane.com)), Calistoga  
Carhartt Vineyard ([www.CarharttVineyard.com](http://www.CarharttVineyard.com)), Solvang  
Casa Del Mar ([www.HotelCasaDelMar.com](http://www.HotelCasaDelMar.com)), Santa Monica  
Chateau De Vie ([www.CDVnapavalley.com](http://www.CDVnapavalley.com)), Calistoga  
GTS Vineyards ([www.baseballhalloffame.org](http://www.baseballhalloffame.org)), Calistoga  
Frank Family Vineyards ([www.FrankFamilyVineyards.com](http://www.FrankFamilyVineyards.com)), Calistoga  
Loxton ([www.LoxtonWines.com](http://www.LoxtonWines.com)), Sonoma  
Muscardini Cellars ([www.MuscardiniCellars.com](http://www.MuscardiniCellars.com)), Kenwood  
O'Shaughnessy Estate Winery ([www.OShaughnessyWinery.com](http://www.OShaughnessyWinery.com)), Angwin  
Pride Mountain Vineyards ([www.pridewines.com](http://www.pridewines.com)), St. Helena  
Schramsberg Vineyards ([www.schramsberg.com](http://www.schramsberg.com)), Calistoga  
Wellington Vineyards ([www.WellingtonVineyards.com](http://www.WellingtonVineyards.com)), Sonoma  
Whitehall Lane Winery & Vineyards ([www.WhitehallLane.com](http://www.WhitehallLane.com)), St. Helena  
Zichichi Family Vineyard ([www.ZichichiFamilyVineyard.com](http://www.ZichichiFamilyVineyard.com)), Healdsburg

**Featured Gallery Sponsor: Andrew Weiss Gallery ([www.AndrewWeiss.com](http://www.AndrewWeiss.com)), Beverley Hills**

**Official Water Sponsor: Eternal Artesian Water ([www.eternalwater.com](http://www.eternalwater.com)), New Zealand**