



MORGAN

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FOR IMMEDIATE RELEASE

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MORGAN WINERY SUPPORTS PNEUMONIA'S "LAST SYRAH"

MONTEREY COUNTY, CA – Morgan Winery has joined forces with the Rhone Rangers and the Global Alliance for Vaccines and Inoculations (GAVI) in the joint initiative, Pneumonia's "Last Syrah," which will raise money for worldwide pneumonia vaccines.

Throughout the month of November, a \$10 donation will be made for every case sold of Morgan Syrah. Funds will be used to produce vaccines for this illness that takes the life of more children than AIDS, measles and malaria combined. Why \$10.00? Because that's the cost of a single life-saving pneumonia vaccination.

Morgan Winery proprietor and winegrower Dan Lee is very enthusiastic about this effort. "By partnering with these two groups on this project, we have an opportunity to raise awareness and funds for an illness that is often overlooked."

To help promote the promotion, GAVI is hosting Pneumonia's "Last Syrah," a wine reception and photography exhibit in New York City on September 20th. Rhone Rangers member wineries will be present to celebrate the campaign kick off by pouring a selection of their Syrahs. The event will be held at the New York Times Building at 242 West 41st Street from 6 to 8 p.m.

Founded in 2000, as part of the United Nations Millennium Development Goals, the GAVI Alliance, in conjunction with John Hopkins Hospital and the International Vaccine Access Clinic (IVAC) leads international efforts to reduce childhood deaths from pneumonia. Their mission is to save children's lives and protect people's health by increasing access to vaccines in

underdeveloped countries. In 10 years, GAVI has vaccinated 257 million children and averted over five million deaths.

Morgan Winery was established in 1982 by Dan and Donna Lee. At Morgan, the focus is on cool climate varietals from the prestigious Santa Lucia Highlands appellation in Monterey County. Morgan Winery's flagship Pinot Noir and Chardonnay are organically grown on their own "Double L Vineyard" estate in the Santa Lucia Highlands' northern district.

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