

Winexpert Partners with “Pints for Prostates” Awareness Campaign

Winexpert is pleased to announce a successful campaign for Pints for Prostates. For the month of June, Winexpert and our retail partners joined Pints for Prostates in the fight against cancer. In honor of Father's Day, Winexpert donated \$1 for every Barons Beer kit sold in June to Procure as part of the Pints for Prostates awareness campaign. Procure is a Canadian not-for-profit organization created to spearhead the effort to push for excellence in education, treatment and research for prostate cancer. This year Winexpert raised \$1160.00 for this worthy cause. The proceeds raised by the group go to fighting prostate cancer and assisting men with the disease.

The mission of “Pints for Prostates” is to reach men through the universal language of beer with an important health message. Founded by beer journalist and prostate cancer survivor Rick Lyke in 2008, the campaign raises awareness through beer festivals, social networking and pro bono advertising. In 2010, 24,600 men in Canada were diagnosed with prostate cancer and this year 4,300 men will die from this disease. "The key for these guys is detecting the disease in its early stages when treatment is nearly 100 percent successful" said Lyke.

Early detection can be done by performing a PSA Test . The test is a common blood test used to measure levels of prostate specific antigen, which can be an early warning to men about the presence of prostate cancer.

Winexpert distributes Barons Beer kit products to a network of independent retailers across Canada. “We are pleased to be joining Pints for Prostates and in helping to raise awareness to the fight against prostate cancer,” said Julie Mitten, Marketing Manager for Winexpert.

About Winexpert

Established in 1987 and based in Port Coquitlam, British Columbia, Winexpert is a leading Canadian manufacturer and wholesale distributor of beer and wine making products, Winexpert is wholly owned by Andrew Peller Ltd., a leading producer and marketer of quality wines.

Winexpert products are available through a network of independent, specialty retailers across the country. For more information and to locate a retailer near you, visit www.winexpert.com.

About Pints for Prostates

Pints for Prostates is a 501(c)3 campaign that reaches men through the universal language of beer to encourage them to take charge of their health. The group was founded by prostate cancer survivor and beer writer Rick Lyke in 2008. The grassroots effort raises awareness among men of the importance of regular health screenings and PSA testing by making appearances at beer festivals, social networking and pro bono advertising. According to the National Cancer Institute, approximately 218,000 new prostate cancer cases were diagnosed in the U.S. in 2010. More information is available at www.pintsforprostates.org. Pints for Prostates also has a presence on Facebook and Twitter (@pints4prostates).

Contact Information (artwork available upon request)

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