



FOR IMMEDIATE RELEASE

WORLD WINE TOUR 2010 AUCTION TO BE HELD IN HONG KONG

May 2011 auction will auction off wines from around the world to benefit the Lao Rehabilitation Foundation

Napa, CA (October 20, 2010) —After a summer in North America, World Wine Tour 2010, a humanitarian 12-month worldwide search for wine donations on behalf of the Lao Rehabilitation Foundation, Inc., has headed south. 24-year-old Anja Cheriakova of the Netherlands and 25-year old Georges Janssens of the United States will be in South America through the end of October, collecting bottles in Brazil, Chile, Argentina and Uruguay, before reaching Europe, the final continent of their tour.

The culmination of their year-long voyage will be an auction of all the wines they have collected in May 2011. Originally scheduled to be held at Robert Mondavi Winery in Napa, CA, the pair have recently announced that the event will instead be held in Hong Kong. One hundred percent of all proceeds will be donated to the Lao Rehabilitation Foundation, Inc. (www.laofoundation.com), which will use the funds raised to rebuild schools in the Laos village of Simmano that were destroyed by a devastating flood in 2008, as well as towards medical missions organized by the foundation twice a year.

“Hong Kong is arguably a location which has recently proven itself as a powerhouse of wine connoisseurs and enthusiasts, reflected in the astounding successes of wine auctions there,” say Janssens and Cheriakova. “The auction will be a unique opportunity to introduce the wines we've collected to the Hong Kong market.”

With a goal to collect over 300 bottles from around the world, they will have a vast selection for guests to bid on. Canada's Royal DeMaria, internationally known for producing the world's finest Icewines, has recently donated a bottle of the Royal DeMaria 2000 Pinot Gris Icewine, listed for \$4,500 in the Royal DeMaria Collectors Series. There will be a special lot of wines on auction that they have collected from around the world made by acclaimed winemaking consultant Michel Rolland, as well as the unique opportunity to bid on a private blending session with Rolland and Genevieve Janssens, Director of Winemaking for Robert Mondavi Winery.

Throughout their journey, Cheriakova and Janssens have been blogging about their experience on their website, <http://www.worldwinetour2010.com>, where you can also find their itinerary, sponsor information and a full list of bottles collected.

The complete tour is being made possible by the support of a number of generous sponsors and donors, including: Master of Wine Jancis Robinson, new US-based Mutineer Magazine, Canada's Brix Magazine, Terre de Vins magazine of France, Marc le Grand, Russia's WhyWhyWine, JF Hillebrand, Seguin Moreau, Saury, Lafitte Cork and Capsule, Canton, Wente Vineyards, Ambrosia, About Harvest, Robert Mondavi Winery, Portfolio Winery, Wines from Brazil, Viader, Wine Travel Guides, Benson Marketing Group, New York Wine and Grape Foundation, Riedel, Spindreamer Music, Wine & Co, Global Wine & Spirit, and Amy Gallaher design. Yet, the couple is still seeking many more donations and sponsorships to support their trip.

The May 2011 auction in Hong Kong will be by invitation-only. If you would like more information or are interested in attending, email Cheriakova at anja.cheriakova@worldwinetour2010.com or Janssens at georges.janssens@worldwinetour2010.com.

About the World Wine Tour

While the couple and charity of their choice are new, the World Wine Tour concept itself is not: it began in 2004 with Vignes Sans Frontières, a year-long journey for wine donations. The 330 bottles collected from 12 countries were then auctioned to raise money for Partage, a charity that provides aid to Vietnamese victims of the Vietnam War. Since 2004, similar annual World Wine Tour trips have resulted in thousands of winery visits and more than 2,500 bottles of wine collected on behalf of various charitable causes.

Cheriakova and Janssens are the first American and Dutch couple to embark on the tour; all others have been French. The pair plans to visit 21 countries and collect over 300 bottles, which will be auctioned off in May 2011. They are documenting their experience on their website www.worldwinetour2010.com, and plan to release a book following the completion of the project.

About the Lao Rehabilitation Foundation, Inc.

The Lao Rehabilitation Foundation Inc. (LRF) dedicates itself to providing medical services to Laotians, with a greater emphasis on children. Duly incorporated in the State of California as a non-profit organization in 2002, it has been a charity with a 'get-things-done' attitude. Personally supervised by its president, each mission has proven to be extremely successful in the past, with future projects looking ever more promising. For a comprehensive list of the many projects in which the LRF is involved visit their website www.laofoundation.com.

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