

AMBROSIA EMBARKS ON GLOBAL HUMANITARIAN VENTURE

HOW WINE SAVES LIVES

World Wine Tour 2010 represents a young ambitious project that will join the diverse worlds of wine and humanitarianism.

The project will start in 2010 when the organisers Anja Cheriakova and Georges Janssens, a Dutch and American couple, begin their mission of travelling to over 300 wineries all over the world collecting premium wine. The wines will be auctioned upon return with prospect of raising \$150,000 US for impoverished children in Laos.

To make this remarkable project possible, World Wine Tour 2010 is seeking sponsorship in return for marketing and exposure throughout the mission. The sponsors will be promoted through media broadcasts around the world, as well as on the World Wine Tour 2010 web site, and in other innovative ways.

All proceeds from the wines at the final auction will go directly to the Lao Rehabilitation Foundation, which will rebuild a primary school that was destroyed by massive floods in 2008. The average income in the destroyed school's village is \$16 per year. Lao Rehabilitation Foundation is one of the few foundations that work specifically in Laos, to help distressed communities and give children and families hope for the future.

Ambrosia magazine will be covering the entire project from now until its completion at the auction, in 2011. Each month, a feature will be placed describing the young couple's endeavour, and the responses they have received from the wine spectrum, the wineries, and the world. While they travel, the monthly articles will share with readers the far reaching places they will encounter, wineries spread over all continents, and the life-knowledge gained from these experiences.

Says Georges, in describing his excitement for the upcoming tour: "Aside from our sponsors to promote, the wineries to showcase, and the charity to raise funds for, we hope to motivate young people of our generation to combine their passions and dreams with humanitarian goals, which are what this world needs most.

With great pleasure, we invite Ambrosia readers to participate in this dynamic project and contribute to the noble cause.

For those interested in sponsoring, see below for contact details.

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Georges Janssens



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