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MEDIA RELEASE

A Holiday Toast to Our Pets with The Humane Society of Kitchener Waterloo & Stratford Perth

Kitchener, ON - Have you ever wanted to see your pet's adorable face on a bottle of wine and help other pets in the process? Here's your chance!

Until November 15th, Pelee Island Winery presents personalized "Pet Pic" wine labels to benefit The Humane Society of Kitchener Waterloo & Stratford Perth.

"From our own teams' experiences, we know how much added comfort and joy our pets have brought us in the last year," shared Sue Rice, public relations advisor with Pelee Island Winery. "We wanted to create something that would raise awareness and funds for more animals to find their forever homes."

The personalized pet pic labels start with the customer uploading their favourite pet photo, along with their name, a message or witty wine varietal such as "Caternet" or "Poocho Grigio". The team at Pelee Island Winery then creates your label and your pet pic wine is delivered to your door, including free shipping in Ontario. The labels are available on a blush sparkling rosé, pinot grigio or a cabernet franc, all of which are 100% Ontario grown VQA (Vinters Quality Assurance) and Vege-Cert vegan certified. A portion of the proceeds will be donated to support The Humane Society of Kitchener Waterloo & Stratford Perth.

"Despite another uncertain year, The Humane Society of Kitchener Waterloo & Stratford Perth has provided unwavering support to people and pets in 2021. Creative, out-of-the-box (or bottle!) fundraising opportunities have played a major role in helping our communities. We are thrilled for the opportunity to partner with Pelee Island Winery on this fantastic holiday fundraiser and hope that supporters will buy or gift a few bottles this year in support of the animals." - Kathrin Delutis, Chief Executive Officer

To order your pet pic wine, visit www.peleeisland.com/shop

To learn more about The Humane Society of Kitchener Waterloo & Stratford Perth, visit kwsphumane.ca.

For more information about Pelee Island Winery and their Sustainable Winemaking Ontario designation and initiatives, please visit: www.peleeisland.com/about-us/

About Pelee Island Winery and Vineyards

Pelee Island is home to 700+ acre farm in Canada's warmest grape growing region with a winemaking history dating back more than 150 years. Pelee Island Winery welcomes you to explore our diverse selection of approachable wines that are crafted for the most important people in the world, our customers. We pride ourselves on consistently producing exceptional wines in an ecologically conscious manner that will exceed your expectations and have you return to discover us again and again.

About The Humane Society of Kitchener Waterloo & Stratford Perth

The Humane Society of Kitchener Waterloo & Stratford Perth is a leader in animal welfare in our communities, focusing on what is in the best interest of the pets. We do this through community education, advocacy, care, and compliance.

Follow The Humane Society of Kitchener Waterloo & Stratford Perth:

Facebook: @KitchenerWaterlooHumaneSociety @StratfordPerthHumaneSociety

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LinkedIn: <https://www.linkedin.com/company/kitchener-waterloo-humane-society>

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PELEE ISLAND WINERY MEDIA CONTACT:

PELEE ISLAND WINERY MEDIA CONTACT:

Matt Gale

matt@peleeisland.com

(416)427-8822

HSKWSP MEDIA CONTACT:

Calla James

Senior Manager, Marketing & Communications

calla.james@kwsphumane.ca

519-745-5615 ext 257