



FOR IMMEDIATE RELEASE

Media Contact: Maryellen Nugent Lee
2PR Chicks, LLC
(917) 825-0557 (24-hr. cell)
m_nugentlee@hotmail.com

**WYANDOTTE BUSINESS ASSOCIATION AND MICHIGAN WINERIES
POUR IT ON FOR CHARITY**

WBA Dedicates Sixth Annual Wine Crawl to Benefit Research in Cancer and Bipolar Treatment

WYANDOTTE, MI (Aug. 19, 2010) – Two prestigious health care organizations will be the ‘toast of the town’ tomorrow evening, when members of the [Wyandotte Business Association](#) (WBA) in association with [The City of Wyandotte](#) hosts their August “Third Friday” Wine Crawl.

Proceeds from the sixth annual event, scheduled from 5 – 9 p.m. on Friday, August 20, in historic downtown Wyandotte, MI, will benefit [The Heinz C. Prechter Bipolar Research Fund](#) at the University of Michigan Depression Center and [The Josephine Ford Cancer Center Downriver](#), part of the Henry Ford Health System. The Heinz C. Prechter Bipolar Research Fund at The University of Michigan Depression Center is advancing breakthrough medical research in the fields of psychiatric genetics, neuroimaging and neurosciences to help find cures for bipolar disorder. The Josephine Ford Cancer Center is a recognized leader in the research and treatment of cancer, offering patients many clinical trials offered in only a few centers around the country, including advanced gene therapy and the region’s most experienced radiosurgery program.

The WBA has designed commemorative wine glasses that adults 21 years and older can purchase and bring to dozens of local businesses for a taste of outstanding Michigan wines during the four-hour event. A photo ID is required.

The souvenir glasses come with a colorful map of participating locations and can be purchased for \$20 each starting at 4:30 p.m. on at the WBA’s kiosk at the Clock Tower at the corner of Biddle and Maple Avenues. Glasses also may be purchased in advance at various local businesses on Biddle, including Traffic Jam, Country Enchantments, It All Makes Scents, Purple Frog Photography, the Wyandotte Federal Credit Union (across from BASF), Wicks & Stones, Downriver Stone Design and 4 Her, as well as at Pottery Creations at 121 Maple Avenue and Madelyns at 3002 First St.

Complimentary Wyandotte trolleys will make stops at local restaurants, bars and stores. Nearby parking is free at all municipal lots. Complimentary horse and carriage rides also will be available for attendees to tour the historic downriver area or pop into participating businesses for a taste of wine.

“We’ve been pleased with the enthusiastic participation by WBA members, who have embraced the Wine Crawl over the years and made it an overwhelming success for the designated charities,” said Tina Kumiega, president of the Wyandotte Business Association. “The vintners of Michigan have contributed some of the highest caliber wines from their cellars, and we’re hoping to be able to raise a significant amount to support the efforts of The Heinz C. Prechter Bipolar Research Fund and the Josephine Ford Cancer Center Downriver.”

Tina and her husband Mike are the proprietors of the Victorian Tea Room at 130 Maple, which, in addition to pouring Autumn Harvest premium dry red table wine from Leelanau Cellars of Omena, Michigan, will be offering iced tea for \$1 a cup to “designated drivers,” families with children and teetotalers.

For more information on Wyandotte’s sixth annual “Third Friday” Wine Crawl, please visit www.wyandottebiz.org or call (734) 324-4514 to reserve a wine glass.

ABOUT THE WYANDOTTE BUSINESS ASSOCIATION

Members of the Wyandotte Business Association are committed to the credo, “Local First.” By increasing awareness of “Local First,” the WBA aims to educate consumers of the cost attached to taking their dollars away from the local economy. The WBA suggests that it's worth trying to change habits to ensure that local businesses survive and prosper, so they will be able to continue actively contributing to the community. National retailers do not notice if their Wyandotte neighbors shop with them or not. Local retailers do notice it, appreciate it and value it. Local retailers know their customers – often on a first-name basis – and their customers know them. As a result, communities that support their local businesses are richer, happier, more secure and well-rounded. The goal of the WBA is simple: to make people more aware of local businesses and to think of them first for each and every purpose. Think Local. Shop Local.

###

EDITOR’S NOTE: Journalists over 21 years of age on assignment are invited to attend. Advance registration and photo ID required. Please call or text Maryellen Nugent Lee at (917) 825-0557 (cell) or Tina Kumiega at (734) 306-4794 (cell) to register.