



## MILITARY ORDER OF THE PURPLE HEART SERVICE FOUNDATION

P.O. Box 49, Annandale, VA 22003

### FOR IMMEDIATE RELEASE

#### MEDIA CONTACT:

Jon Pushkin, Pushkin Public Relations

[jon@pushkinpr.com](mailto:jon@pushkinpr.com)

303-733-3441

### Napa Winemaker Launches Purple Heart Wines to Help Nation's Veterans

**(Annandale, VA) February 19, 2016** – [Purple Heart Wines](#), a new label created in tribute to military veterans, introduced its inaugural release – the 2013 Purple Heart red blend. Produced by C. Mondavi & Family, whose patriarch Peter Mondavi Sr. is a proud veteran of World War II, and crafted by accomplished winemaker and Vietnam veteran Ray Coursen, the wine serves as a tribute to our nation's heroes. The winery makes an annual donation to the Purple Heart Foundation, an organization dedicated to serving the unmet needs of military men, women and families.

"We are excited to be working together on the Purple Heart wines project with veteran winemakers like Ray Coursen," said Jeff Roy, Chairman of the Board of the [Purple Heart Foundation](#). The Purple Heart Medal symbolizes the bravery, determination and selflessness of our nation's heroes, and we are thrilled to raise a glass of Purple Heart red wine in their tribute."

Set to launch nationally in March, this limited production 'purple-hearted' blend of Merlot and Cabernet Sauvignon is created using fruit grown in the Napa Valley. Winemaker and master blender Ray Coursen has been working in the Napa Valley since 1983, and has crafted more than 50 wines with scores over 90 points. The Purple Heart Foundation supports programs that treat Post-Traumatic Stress, Traumatic Brain Injury and military sexual trauma, and helps veterans with job training, education, service dogs and burial assistance.

Commenting on the launch, Coursen said, "In collaboration with the [Military Order of the Purple Heart](#), Purple Heart red is a wine made without sacrifice, dedicated to those who have made tremendous sacrifices. Consumers can expect a high-quality, balanced wine that exhibits the typical bold characteristics of Napa Merlot and Cabernet, and over-delivers for the price."

Purple Heart Wines Vice President of Marketing Paul Englert said, "No honor better symbolizes the bravery, determination and selflessness of the military men and women serving our country than the Purple Heart, and we were committed to producing a truly special wine worthy of this noble name. This wine serves as a testament to the integrity and virtue of the Purple Heart and aims to help further the organization's mission through both awareness and financial support."

Purple Heart Wines will host an official launch reception for media at The Intrepid Sea, Air & Space Museum on April 19th in New York City.

###