



ATTN: Metro, News, Food and
Wine writers, editors and reporters

GREAT VISUAL!

MEDIA ADVISORY

Wine Loft celebrates Short Pump grand opening with Virginia wine BackPack challenge

An at-risk child will receive a backpack of food for every bottle of Virginia wine sold

WHO: Fay Lohr, president, Central Virginia Food Bank (CVFB)
Annette Boyd, director, Virginia Wine Board Marketing Office
Jeff Ottaviano, owner, The Wine Loft, West Broad Village

WHAT: Wine Loft Virginia Wine BackPack Challenge

WHEN: Thursday, March 25, 2010
11:00 a.m.

WHERE: The Wine Loft
West Broad Village
11173 West Broad Street
Glen Allen, Va.

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BACGROUND: The Wine Loft, West Broad Village is celebrating its grand opening by challenging Richmonders to feed at least 100 at-risk children.

For every bottle of Virginia wine sold between now and the end of the school year, the Wine Loft will sponsor a weekend backpack of food for an at risk child. Of critical importance to the CVFB is stopping childhood hunger. Poverty and food insecurity negatively influence the diet and health of many low-income children. Weekend backpacks are delivered to children at risk of hunger in Richmond, Henrico, and Chesterfield schools. The BackPack Program is designed to meet the needs of hungry children at times when other resources are not available, such as weekends and school vacations.

About the BackPack Program

- Backpacks filled with food that children take home on weekends
- Food is child-friendly, nonperishable and easily consumed.
- Backpacks are discreetly distributed to children on the last day before the weekend or holiday vacation

About The Wine Loft wine bar at West Broad Village

A love for wine and a trip to the Tuscan countryside led one Richmond pilot to a new career. Jeff Ottaviano, a 13-year veteran commercial pilot has opened The Wine Loft wine bar in West Broad Village in Short Pump. His goals: to bring great wine to Richmonders and invest and grow his presence in the West Broad Village community. The Wine Loft features comfortable couches, a warm, sophisticated environment and a choice of 65 wines by the glass and another 200 by the bottle. The wines come from the most prestigious wine producing regions of the world (including Virginia) as well as full-service spirits and mixed drink selections, food and desserts. The Wine Loft is open from 4 p.m. to Midnight, Monday through Thursday and from 4 p.m. to 2 a.m. Friday and Saturday. For more information, visit www.TheWineLoftRichmond.com.

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