



FOR IMMEDIATE RELEASE

Contact: Hunter Public Relations
Michael Lamp, mlamp@hunterpr.com
Nancy Fishgold, nfishgold@hunterpr.com
212-679-6600

**REDWOOD CREEK ‘CORKORDINATES’:
A NEW KIND OF MESSAGE IN A BOTTLE**

*GPS Coordinates on Corks Take User to National Park Destinations via
Redwood Creek Community Web Site, BlazeTheTrail.com*

Modesto, CA (January 2009) – Outdoor enthusiasts have a new reason to celebrate in 2009 because they can now discover a new adventure in every bottle of Redwood Creek wine. Kicking off the New Year, Redwood Creek introduces *Corkordinates*, the winery’s latest packaging initiative in a string of endeavors to truly enrich outdoor experiences. *Corkordinates* feature 20 different GPS coordinates, one on each bottle’s cork. When the coordinates are entered on Redwood Creek’s active online community site, BlazeTheTrail.com, visitors are virtually transported to a beautiful, remote national park location, potentially sprucing the next vacation spot for city dwellers and suburbia alike. The *Corkordinates* can be found on bottles sold at retailers nationwide beginning this month.

So what does the user actually see? After the GPS coordinate is entered online, a photo page pops up with tips on local hikes, information about the geology, flora and fauna specific to that location and recommendations on the best Redwood Creek wine to bring on the journey. There the user may link to more national park information and even email a friend, inviting them to discover a new outdoor sanctuary.

Corkordinate attractions include *Hidden Lake Trail* in Montana’s Glacier National Park, *Carter Gap* in North Carolina’s Great Smoky Mountain National Park, *Delicate Arch* in Utah’s Arches National Park, and *Thurston Lava Tube* in Hawaii’s Volcanoes National Park to name a few. Overall, 18 states are represented.

-more-

Users earn 300 “corks” for each different *Corkordinate* viewed. These corks act as a point system for Redwood Creek giveaways, including its line of twelve popular vintage posters. Visitors can access up to 21 *Corkordinates*, including a bonus location, California’s Cowell Ranch Vineyard where Redwood Creek wines are made. In addition to *Corkordinate* navigation, users can earn corks by uploading photos from their latest camping trip, submitting adventurous outdoor recipes and asking Redwood Creek’s winemakers, Cal Dennison and Sean Hails, wine-related questions including tips on their favorite wine pairings in backcountry.

BlazeTheTrail.com requires an easy member activation process and can be accessed through the winery’s homepage, RedwoodCreek.com. Members can log on at any time to browse local wine events headed by Redwood Creek Trailblazers and receive information on initiatives like the *Greater Outdoors Project*, a \$50,000 Grant to an environmental nonprofit each year, furthering Redwood Creek’s commitment to preserve, protect and provide access to America’s outdoors in 2009.

#

Redwood Creek wines embody the adventurous spirit of the great outdoors. Redwood Creek Winemaker Cal Dennison crafted a portfolio of seven food-friendly wines that consistently deliver outstanding quality at an attractive price. Redwood Creek wines are available at retailers nationwide at a suggested retail price ranging from \$6.99 to \$9.99.

California, French and Italian Table Wine, ©2009 Frei Bros. Vineyards, Modesto, CA. All rights reserved.

Note to editor: Wine bottles, *Corkordinate* samples, and digital images of the corks and national park locations are available upon request.