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**FRIENDS OF CITY PARK WINS \$50,000
“GREATER OUTDOORS PROJECT” GRANT**

Redwood Creek® Wines and Planet Green™ Help Restore Couturie Forest

NEW ORLEANS, LA (June 2009) – A New Orleans-based nonprofit will receive \$50,000 from Redwood Creek wines and Planet Green this summer. The *Greater Outdoors Project* grant was earned by **Friends of City Park** in an exciting, national public vote, and will be used to restore Couturie Forest in the famed 1,300-acre Park, an area destroyed by Hurricane Katrina.

Friends of City Park supporters and the New Orleans community, all deeply affected by the devastation of Katrina, got behind the organization by voting more than 17,000 times, taking the lead over four other worthy nonprofits in the final week of the two-month voting period, which ended May 31. The public was encouraged to vote online and via text message.

Couturie Forest is quietly nestled at the center of City Park, a true hidden gem. Destruction from Hurricane-spawned tornados and floodwaters killed 95 percent of the Forest’s trees, disrupting the habitats of alligators, box turtles and over 100 species of migratory and resident birds. The revitalized Forest will offer 62 acres of preserved land featuring eight native ecosystems.

“Friends of City Park is committed to transforming Couturie’s damaged woodland into a verdant and thriving ecological destination,” says the organization’s Chief Development Officer, John Hopper. “With the grant, New Orleanians will be able to once again take pleasure in the seclusion and beauty of the woodland through fishing and bird watching.”

“City Park has been the focal point for families in New Orleans for many generations, but Hurricane Katrina destroyed the land,” says one voter and Friends of City Park supporter. “The grant will allow more generations to have the chance to enjoy this wonderland in the heart of New Orleans.”

The Greater Outdoors Project was established in 2008 by Redwood Creek wines. With a mission to preserve, protect and provide access to the great American outdoors, the winery supports nonprofits that share this mission by offering this annual environmental grant. Planet Green, a 24-hour eco-lifestyle network, joined Redwood Creek for this year’s program.

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“It is an honor to present our grant to an organization that will restore an area so highly regarded by the New Orleans community,” says Redwood Creek Winemaker and grant judge, Cal Dennison. “Redwood Creek’s wine relies on the waters from California’s Sierra Nevada Mountains to irrigate its vineyards, so it is my job to craft wines as an homage to the outdoors with flavors that enrich outdoor experiences. These experiences wouldn’t be possible without organizations like Friends of City Park, whose members are taking a stand to protect an outdoor sanctuary important to so many.”

In March, an expert judging panel—including Dennison, TreeHugger.com founder Graham Hill, *Outside* Executive Editor Michael Roberts and professional skier Lauren Ross—reviewed 100 grant applications to narrow the field to five worthy projects, but it was up to the public to determine the winner. In addition to Friends of City Park, the Greater Outdoors Project finalists included National Forest Foundation, Arizona Trail Association, Conserve Wildlife Foundation of New Jersey and WildEarth Guardians. The grant call-for-entries began last December and was open through March 1, 2009.

The Couturie Forest restoration will begin in November of this year to be completed in December 2010. As part of the award, Friends of City Park will also be featured in a national Redwood Creek advertising campaign at the end of 2009. For more information about the Greater Outdoors Project, please visit RedwoodCreek.com.

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About Redwood Creek:

Redwood Creek wines embody the adventurous spirit of the great outdoors. Redwood Creek Winemaker Cal Dennison crafted a portfolio of eight 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.

About Planet Green:

Planet Green is the multi-platform media destination devoted to the environment. Launched on June 4, 2008, this brand with a mission is available in 57 million homes. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle. It's for people who truly want to make a difference in meeting the critical challenge of protecting our environment. Its platforms include leading eco-lifestyle website TreeHugger.com and the solutions-oriented PlanetGreen.com.

About Friends of City Park:

Established in 1979, Friends of City Park is dedicated to the preservation and improvement of the 150-year-old City Park. For more information, visit FriendsOfCityPark.com.