

LA CREMA



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Pin to Win Your Dream Summer Party *La Crema's "Style Your Summer" Pinterest Contest Begins Today*

SANTA ROSA, CA (July 16, 2013) – This summer, La Crema invites wine lovers nationwide to imagine their dream party, and will help one winner bring that vision to life with a potential \$5,000 prize package. The La Crema “Style Your Summer” Pinterest contest kicks off today and runs through August 5, 2013. Visit www.lacrema.com/pin2win to enter.

“We love a reason to celebrate. Combine a fun group of guests, beautiful décor, delicious food and great wine, and you have the makings for a perfect party,” said Elizabeth Grant-Douglas, winemaker, La Crema. “La Crema helps bring it all together this summer, inspiring our fans to show off their creativity in our first-ever Pinterest contest.”

In addition to receiving up to \$5,000 to throw a fabulous event, the Grand Prize Winner will also receive a private consultation with entertainment expert Camille Styles, founder of the popular lifestyle blog CamilleStyles.com. She will offer a bevy of design ideas and entertaining inspiration to help the winner translate ideas from a Pinterest board to real life party.

“My passion is to make creative style simple and stress-free,” said Camille Styles. “I believe planning a party should be almost as enjoyable as attending one, so I look forward to sharing my favorite tips with the Style Your Summer contest winner.”

For official rules, please visit www.lacrema.com/pin2win. Must be 21 or over to enter, and no purchase is necessary to enter or win. This contest is void where prohibited.

About La Crema

La Crema is widely loved for handcrafted Chardonnay, Pinot Noir and new Pinot Gris. For more than 30 years, the family-owned and operated winery has focused exclusively on California’s cool climate coastal appellations, where ocean winds and fog allow grapes to ripen slowly on the vine. Winemaker Elizabeth Grant-Douglas continues to use boutique techniques to produce distinctively balanced and elegant wines. A leader in sustainable vineyard and winery practices, La Crema combines traditional farming methods with new technologies to conserve water, minimize energy use and naturally reduce pests. To learn more, visit www.LaCrema.com or follow us on Facebook (www.facebook.com/LaCremaWinery), Twitter (@LaCremaWines) or Pinterest (www.pinterest.com/lacremawines).

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