

FOR IMMEDIATE RELEASE

June 20, 2008

FOR: **CRU VIN DOGS WINE GROUP**  
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***FINE ART AND WINE AT CHERRY CREEK ARTS FESTIVAL IN DENVER***  
***Cru Vin Dogs is the Wine Sponsor of the 2008 Cherry Creek Arts Festival***

(DENVER)— Cru Vin Dogs Wine Group (CVD) will have all paws on deck as the wine sponsor of the 18<sup>th</sup> Annual Creek Arts Festival in Denver, July 4, 5 & 6, 2008. The Cherry Creek Arts Festival is one of the nation's most competitive juried art events, inviting only 232 artists from the 2,400+ applicants. "Having our wines chosen to be enjoyed amongst the finest artists in the country is an honor for us," said Cru Vin Dogs president Mary Snellgrove.

Cru Vin Dogs is itself a media of fine art. Each wine released under the Cru Vin Dogs label features original, limited-edition graphite or pastel pencil drawings by Denver artist, Jay P. Snellgrove. The wine and the art are limited in production, making both highly collectable. "I have chosen the Giclee printing process to create accurate reproductions of illustrations I've drawn of real dogs," said Snellgrove. He determined that the color, detail and textural quality of the Giclee process on watercolor paper best represent his original art. These limited-edition reproductions are restricted to small numbers and will be on display in the Wine and Jazz Pavilion at the festival.

Cherry Creek Arts Festival provides 350,000 annual visitors the chance to meet with international artists, sample fine culinary arts, visit special exhibits and artist demonstrations, and enjoy performing arts. The wines of Cru Vin Dogs will be shared with patrons, sponsors, and consumers alike leading up to and throughout the weekend's festivities. The wines poured will include: the newly released 2006 "Golden Retriever" Chardonnay, Dry Creek Valley, Sonoma; 2006 "Labrador" Sauvignon Blanc, Marlborough, New Zealand; 2005 "Bloodhound" Chardonnay, Dry Creek Valley, Sonoma; and 2005 "Yogi" Cabernet-Syrah, Dry Creek Valley, Sonoma. Guests will also have an opportunity to sample the 2006 "Lucky" Cabernet-Merlot, North Coast, prior to its anticipated release in September, 2008.

**Cru Vin Dogs Wine Group** is dedicated to tracking down exceptional vineyards and small lots of wine throughout the world to craft masterful wine blends of exceptional quality. Each label in the portfolio features original illustrations of real dogs, some with special stories, drawn in graphite or

More...

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pastel pencil by artist Jay P. Snellgrove. Cru Vin Dogs is dedicated to combining their passion for outstanding wines, fine art, and worthy canine related causes to a make a difference in the lives of others. A minimum of ten percent of all sales is donated to charitable organizations that involve dogs: the Alie Foundation, Canine Companions for Independence and the Morris Animal Foundation's Cure Canine Cancer Campaign. Please visit: [www.cruvindogs.com](http://www.cruvindogs.com).

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**FOR MORE INFORMATION, PLEASE CALL ALTA COMMUNICATIONS**

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