

HERON HILL  
WINERY



Contact: Kitty Oliver  
Heron Hill Winery  
9301 County Route 76 Hammondsport, NY 14840  
Phone: (607) 868-4241 ext. 11 Email: [kitty.oliver@heronhill.com](mailto:kitty.oliver@heronhill.com)

## **MEDIA RELEASE**

### **Heron Hill Winery – Heron Hill Winery donates \$5,700 to Seneca White Deer, Inc.**

October 13, 2011 - Heron Hill Winery presented a donation in the amount of \$5,700 to Seneca White Deer, Inc. at their 2nd Annual Luncheon on Wednesday, October 5th. Beginning last fall, Heron Hill Winery partnered with Seneca White Deer, Inc. in an effort to raise awareness and funds to benefit the preservation of these unique and treasured animals. This collaboration helps to protect the special herd of White Deer that reside at the former Seneca Army Depot located on the eastern side of Seneca Lake.

During the promotion, a portion of the proceeds from every bottle of Heron Hill's Semi-Dry Riesling sold at the winery on Keuka Lake and from their two tasting rooms on Seneca and Canandaigua Lakes was collected to directly benefit the Seneca White Deer. This is the winery's most popular wine as it exemplifies the bright fruit flavors, crisp acidity and the mineral characteristics that make the Finger Lakes the premier Riesling region in North America.

Heron Hill Winery's owner and grapegrower, John Ingle, is an avid conservationist and animal lover, saying "We were very pleased with the promotion to help support the Seneca White Deer. It's a great cause and we enjoyed working alongside Dennis and his staff to help bring awareness to these unique animals." Dennis Money, President of Seneca White Deer, Inc., a not for profit organization dedicated to promoting ecotourism for a significant part of the Seneca Army Depot stated, "Heron Hill Winery is absolutely the leading winery in New York State with an environmental stewardship heart. From the days of returning river otters back to Western New York in the late 1990's and Heron Hill's commitment to support that project with funding generated by sales of Otter Spring wine, to the more recent partnership with Seneca White Deer in the Riesling project is a clear statement of their concern to be much more than an 'ordinary' winery. Owner, John Ingle not only talks the talk but he walks the walk for the environment and for that Seneca White Deer Inc. is deeply grateful."

For more information about Heron Hill Winery on Keuka Lake and two tasting rooms on Seneca and Canandaigua Lakes, visit [www.heronhill.com](http://www.heronhill.com). For more information about Seneca White Deer, Inc., go to [www.senecawhitedeer.org](http://www.senecawhitedeer.org).