



Heron Hill Winery Presents \$4,500 Check to Seneca White Deer, Inc.

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CANANDAIGUA – Representatives from Heron Hill Winery presented a donation in the amount of \$4,500 to the president of Seneca White Deer, Inc. (SWD) at the Finger Lakes Visitors Connection office in Canandaigua Tuesday.

In May 2016, Heron Hill Winery released 250 cases of a new Riesling-Chardonnay blend under the Save the White Deer label, with proceeds from each bottle going directly to SWD. The wine sold out in less than four months.

“We are grateful for all the customers who showed their support for the Seneca white deer.” said Heron Hill chief operating officer Eric Frarey. “Even after the wine sold out, customers came into the winery and donated to the Seneca White Deer fund because they believed in the cause.”

Since 2010, Heron Hill has partnered with SWD in an effort to raise awareness and funds to benefit SWD’s work preserving the unique and treasured animals and their habitat on the former Seneca Army Depot in Seneca County. The deer are a natural variation of the white-tailed deer and have increased in number due to decades of interbreeding. They are believed to be the largest herd of their kind in the world.

"Heron Hill Winery is not only intent on making superior wines but also in giving back to the community. We are very fortunate to have partnered with Heron Hill and we sincerely appreciate this wonderful donation which will be used to further our efforts to protect this unique resource for the world to be able to enjoy," says Dennis Money, president of SWD.

“We are going to continue to use this blend as a vehicle for some of our charitable endeavors. The white deer were the first kickoff for a great cause,” said Heron Hill owner John Ingle.

“They are such a magical and unique feature to our Finger Lakes region and so impactful on the tourism community. This is going to enable future generations to share in that magical site of the white deer,” said Jeff Shipley, president and CEO of Seneca County Chamber of Commerce.





To learn more about Seneca White Deer, Inc., visit the organization's web site at www.senecawhitedeer.org.

Heron Hill Winery is celebrating 40 years of excellence in 2017. Through the decades, Heron Hill has been committed to supporting conservation in the Finger Lakes region. In addition to the vaulted tasting hall and winery overlooking vineyards on Keuka Lake, Heron Hill also has tasting rooms on the west side of Seneca Lake, and on the west side of Canandaigua Lake in Bristol. Learn more about the winery at www.heronhill.com.

PHOTO CAPTION: Representatives from Heron Hill Winery, Seneca White Deer, Inc., and the Seneca County Chamber of Commerce gather at the Finger Lakes Visitors Connection office in Canandaigua to celebrate a donation from Heron Hill to Seneca White Deer. From left to right are: Jeff Shipley, president and CEO of Seneca County Chamber of Commerce; Howie Jacobson, CEO of Red Rock 1886; John Ingle, owner of Heron Hill Winery; Dennis Money, president of Seneca White Deer, Inc.; Demaris Verzulli, treasurer of Seneca White Deer, Inc.; Gehrig Lohrmann, officer of Seneca White Deer, Inc.; Rick Newman, destinations marketing manager at Seneca County Chamber of Commerce.

PHOTO CREDIT: Michele Kisly

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Finger Lakes Visitors Connection is the official tourism promotion agency for Ontario County. It is located at 25 Gorham St., Canandaigua, NY 14424. For more information, call 585-394-3915 or go to www.visitfingerlakes.com.