

WINE 101 JOINS FORCES WITH COMMUNITY HOME CARE & HOSPICE
TO CREATE CHEERS TO HOSPICE

Wake Forest, NC: WINE 101, a wine enthusiast shop in Wake Forest, N.C. recently put the owner's talent and WINE 101's success together to create *Cheers To Hospice*, a program designed to benefit North Carolina's Community Hospice Foundation.

"When my wife Lori and I opened WINE 101 in September 2008, we had no idea how large the response was going to be to the business. Over the past eleven months WINE 101 has generated a huge following as a result of tastings, classes, wine dinners and other "outside the bottle" events. We feel this success has given us a real platform to make a difference," said O'Keefe.

WINE 101 channeled the store's success to create *Cheers To Hospice* to raise awareness and celebrate how hospice profoundly improves the quality of life for those facing a life-limiting illness. During the past few months, O'Keefe's aunt, Ellen Cieri, was diagnosed with lung cancer. As a result she decided to choose hospice care as she lives with the disease. An avid interior decorator, O'Keefe's aunt also has an amazing gift: she is a remarkable letter writer. O'Keefe, a talented songwriter and musician himself, was moved by his aunt's letters. In her honor, O'Keefe decided to put his musician hat back on, writing a song called, "One More Letter". It struck him that both the song and WINE 101 might very well be able to benefit the very service that was helping his beloved aunt.

"My goal is to have the song available for download on both iTunes and CD Baby with all proceeds going to benefit the Community Hospice Foundation in North Carolina". O'Keefe will also be performing the song at the "WINE 101 Turns 1" celebration on Sept. 19 at 3PM at WINE 101, 3325-104 Rogers Road, Wake Forest.

About Wine 101: Lori and Joe O'Keefe have been avid wine enthusiasts for almost twenty years. WINE 101 is the perfect blend of Lori and Joe's desire to offer unique social, learning, and tasting opportunities for their friends and neighbors in Wake Forest. They look forward to offering classes, wellness programs, entertainment, corporate gifts, and a continuing series about great value wines. If you like wine, like to learn about wine, and are searching for obscure wines at great prices then WINE 101 is YOUR wine store. To learn more about WINE 101 and "Cheers To Hospice", go to www.wine101nc.com or contact O'Keefe at joe@wine101nc.com.

About Community Hospice Foundation: As the charitable wing of Community Home Care & Hospice, the Community Hospice Foundation raises funds to support those facing a life limiting illness. We believe everyone should have the opportunity to experience the end of life with peace, comfort, and dignity, among family and friends and in control. To learn more about Community Homecare & Hospice and Community Hospice Foundation please visit www.communityhch.com.