



### **Inniskillin's Icy Greeting Welcomes the World**

*Presenting ICE GATE and Icewine Gallery in the Richmond O Zone*

*(January, 21 2010) Vancouver, BC*

#### **In Short:**

Inniskillin Wines announces it is presenting ICE GATE in the Richmond O Zone, an official celebration site for the 2010 Olympic Winter Games. In addition to being the sponsor of ICE GATE, a monumental art installation, Inniskillin will erect a 60 foot tasting bar, the Icewine Gallery, where wine lovers can sample Icewine. Open from February 12-28, 2010, the Icewine Gallery hours of operation are 3:00pm – 11:00pm Monday to Friday, and 12:00pm – 11:00pm on Saturday and Sunday. Costs are \$5 for half oz sample, or \$10 for three half oz tastes.

#### **More information:**

Inniskillin Wines is an Official Wine Supplier of the Vancouver 2010 Olympic and Paralympic Games. Inniskillin's sponsorship of ICE GATE, created by Canadian artist Gord Halloran, is a perfect match to the Inniskillin's Commemorative Icewine. Released in 2008, this commemorative wine features Halloran's unique artwork on the label. A portion of the proceeds from every bottle sold supports the Canadian Olympic team and the Vancouver 2010 Olympic and Paralympic Winter Games.

At ICE GATE, which will serve as the primary entrance to the Richmond O Zone for the duration of the Games, colourful paint will interact with the crystal composition of ice. Presented by Inniskillin Icewine, ICE GATE will be a massive piece of art, measuring 30 metres long and four metres high (100 ft x 12 ft). Inspired by a glacial wall in its final stages of movement towards the ocean, the painted ice will evolve over time as it melts and refreezes.

Halloran made his Olympic debut with his "Paintings Below Zero" installation as Canada's official representative at the Cultural Olympiad of the 2006 Olympic Winter Games in Turino, Italy. Using ice as his canvas, Halloran creates massive and boldly coloured paintings that, like Inniskillin Icewine, have garnered worldwide acclaim. Inniskillin's association with Gordon Halloran came about from a chance meeting between the artist and Inniskillin founder Donald Ziraldo at the 2006 Torino Winter Games. Their joint appreciation for art, ice crystals, Icewine and the changing temperatures that impact both provided the basis for the relationship to grow.

Across from ICE GATE will be the Inniskillin Icewine Gallery to welcome wine lovers. Opening on February 12, the Icewine Gallery will house two 36' tasting bars constructed to resemble ice, and a wintery VIP lounge area. Screens will play videos showing the magic of crafting Icewine, and samples of Inniskillin Icewine will be for sale: the Inniskillin Vidal Icewine Commemorative Edition from Niagara, the Inniskillin Vidal from Niagara and the Inniskillin Okanagan Riesling Icewine. Costs are \$5 for half oz sample, or \$10 for 3 half oz tastes. Also available for sale in the Icewine Gallery will be a stunning poster of Halloran's ICE GATE for \$10. The Icewine Gallery hours of operation are from February 12-28, Monday – Friday: 3:00pm – 11:00pm and on Saturday and Sunday, 12:00pm – 11:00pm.

A Canadian winery with worldwide acclaim, Inniskillin has consistently supported Canadian athletes. Prior to raising funds through the Commemorative Icewine, Inniskillin engaged in other activities to support athletes. As a Canadian Olympic Team 2004 sponsor, Inniskillin supported Canada's quest for

sporting excellence in two ways: first, by developing a Canadian Olympic Team Vine Planting Fundraiser and secondly, a customized Canadian Olympic Label line of specialty wines. The winery is thrilled to be on the world stage for Canada's athletes in 2010.

Inniskillin Icewine, enjoyed by wine lovers in 69 countries around the world, is a perfect icon to connect to Canada. Inniskillin Icewine was selected by Oprah Winfrey's 'O' magazine as a Valentine's Day suggestion, and it was served to accompany the dessert course at the Nobel Prize dinner at which president Obama received his Peace Prize in December 2009. These are testaments to the global prominence that Inniskillin Icewine holds.

Inniskillin Wines, established in 1975 by co-founders Donald Ziraldo and Karl Kaiser, was granted the first winery license in Ontario since Prohibition. It is Canada's premier estate winery producing truly distinctive and elegant wines from premium grape varieties grown in Canada. Inniskillin has vineyards in the Niagara Peninsula in Ontario and the Okanagan Valley in British Columbia. Inniskillin Wines, a Vincor Canada winery, is proud to be an Official Wine Supplier for the Vancouver 2010 Olympics and Paralympic Winter Games.

For more information on Inniskillin Wines, please visit [www.inniskillin.com](http://www.inniskillin.com)

For more information on Gordon Halloran, please visit [www.paintingsbelowzero.com](http://www.paintingsbelowzero.com)

For more information of the City of Richmond's plans for the 2010 Olympic Winter Games, please visit [www.richmond.ca](http://www.richmond.ca)

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**For images, more information or interview opportunities, please contact:**

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