



Media Release

Joannie Rochette to speak at 2010 Scotiabank/ScotiaMcLeod Celebrity Luncheon

St. Catharines, ON (Wednesday July 28, 2010): The Grape Growers of Ontario, in partnership with Scotiabank/ScotiaMcLeod, Friends of the Greenbelt Foundation and the Niagara Grape and Wine Festival, are pleased to announce that the 2010 Olympic bronze medalist – Joannie Rochette – will be the speaker at the 2010 Celebrity Luncheon which kicks off the 59th annual Niagara Wine Festival. The event will take place at Club Roma in St. Catharines on Wednesday, September 15th at 11:30 a.m.

Powerful, dynamic and musical are words that describe six-time Canadian Champion and World Silver Medalist Joannie Rochette. Her astounding presence on the ice immediately captures your attention. Skating since she was 22 months old, she made her first mark on Canadian skating in 2000 and 2001 where she won the Novice and Junior titles back to back. The following year, she claimed the bronze medal in her Senior debut, and in 2005 finally realized the dream of becoming Canadian Champion. She is the fifth Canadian to win a medal in ladies' figure skating at the Olympics. Because of her inspiring determination she received the first Terry Fox Award for the 2010 Winter Olympics.

"The Grape Growers of Ontario are thrilled to have an Olympic athlete speaking at this year's Celebrity Luncheon. Joannie's story of determination and the ability to overcome adversity will be powerful and moving." Debbie Zimmerman, CEO of the Grape Growers of Ontario.

"Scotiabank is very proud to once again be a major sponsor of the Scotiabank/ScotiaMcLeod Celebrity Luncheon. 2010 marks our 26th year of sponsoring the Scotiabank/ScotiaMcLeod Luncheon and we are very excited to have Joannie Rochette as this year's speaker," said Larry Graber, Scotiabank's Agricultural Banking Relationship Manager. "We encourage everyone, and especially our valued customers, to join us at this year's Scotiabank/ScotiaMcLeod Celebrity Luncheon."

"The Greenbelt Foundation is proud to sponsor the Luncheon again," said Burkhard Mausberg, President, Friends of the Greenbelt Foundation. "Joannie Rochette and the Greenbelt have much in common: a leading example for our children, an invincible spirit, and a bright future."

"The Niagara Grape and Wine Festival recognizes the importance of the Scotiabank/ScotiaMcLeod Luncheon as the annual celebration of our Growers and their tireless efforts. We anticipate the 2010 Celebrity Speaker, Joannie Rochette, as she is a young woman who possesses strength, integrity and passion and will surely inspire us as we come together for this Festival tradition." Kimberly Hundertmark, Executive Director, Niagara Grape and Wine Festival.

Ticket order forms are available at www.grapegrowersofontario.com or by calling the office at (905)688-0990.

The Grape Growers of Ontario is the official organization that represents over 600 grower members of 17.1 million vines on 15,000 acres in the province's four viticulture areas: Niagara Peninsula, Pelee Island, Lake Erie North Shore and Prince Edward County.

For more information contact: Debbie M. Zimmerman, CEO, (905) 401-2471

