

MEDIA ADVISORY

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Hospice of The Gorge Joins Pheasant Valley and Viento Wineries for Thanksgiving-weekend Outreach

November is National Hospice Month

November 1, 2006 – Hood River, Ore. – Hospice of The Gorge will be present at Pheasant Valley Winery (3890 Acree Dr.), also the home of Viento wines, over the busy Thanksgiving weekend (hours below) in order to provide outreach about hospice services and about a unique historical tie between hospice and wine.

Hospices de Beaune, in the Burgundy region of France, was built in the early 15th century. This hospital tended to the poor of the area, using as a major funding source an annual wine auction that continues to this day. While Hospice of The Gorge offers its services to *everyone* in the community, the organization looks at end-of-life concerns as quality-of-life concerns, and finds this connection an innovative opportunity for community outreach.

“Hospice issues are universal issues, and we are always looking for out-of-the box opportunities to share them,” says Hospice of The Gorge executive director Deborah Whiting Jaques. “Hospice provides its services with the goal of helping people to live as fully as possible until the very end. Partnering with Pheasant Valley and Viento dovetails nicely with that mission.”

Gail and Scott Hagee, owners of Pheasant Valley Winery, agree. “We think it’s important to be involved, because the final journey of life should be as peaceful as possible,” they say. “We are honored that we can help the community with this worthy organization.”

Hospice of The Gorge will be at Pheasant Valley Winery from 10 a.m. until 6 p.m. on Nov. 24 and 25, and from noon until 4 p.m. on Nov. 26. For more information:
Pheasant Valley Winery: 866-357-WINE
Hospice of the Gorge (in Hood River): 866-680-6449

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Hospice of The Gorge provides comprehensive care to those who face life-limiting illness. Hospice of The Gorge is a nonprofit organization that provides ethical, professional and compassionate care while respecting personal, cultural and spiritual values. From offices in Hood River and The Dalles, Hospice of The Gorge serves seven counties: Skamania and Klickitat in Washington, and Hood River, Wasco, Sherman, Gilliam and Morrow in Oregon. Please visit the website for more information:
www.hospiceofthegorge.org.

More information about Hospices de Beaune is available at: http://www.hospices-de-beaune.com/gb/domaine/gestion_vente.php.

More information about Pheasant Valley Winery and Viento is available at: www.columbiagorgewine.com