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Hospice of The Gorge Brings “It’s About How You Live” Winery Outreach Event to Wind River Cellars

May 2, 2007 - Hood River, Ore. - Hospice of The Gorge will resume its special “It’s About How You Live” outreach effort over the busy Memorial Day weekend (hours below) at Wind River Cellars (196 Spring Creek Road; Husum, Wash.). This unique program takes advantage of a unique historical tie between hospice and wine to provide outreach about hospice services.

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.

In 2006, Hospice of The Gorge launched this outreach program at Pheasant Valley and Viento wineries over the Thanksgiving weekend. In spite of inclement weather, an estimated 300 visitors viewed the Hospice display. Hospice of The Gorge executive director Deborah Whiting Jaques, attended the display one of the days and spoke to individuals from across the country—Massachusetts to Ohio to Vancouver, Washington—many who were in their 50s and 60s, visiting adult children who live in the Gorge.

“Everyone had their own hospice story to share,” Jaques says. “It was a comfortable, casual environment in which to discuss end-of-life issues.”

Hospice of The Gorge will be at Wind River Cellars from 10 a.m. until 5 p.m. from Saturday, May 26 to Monday, May 28. For more information:

Wind River Cellars: 509-493-2324

Hospice of The Gorge (in Hood River): 1-866-680-6449

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Hospice of The Gorge is a nonprofit, Medicare-certified public-benefit agency that since 1981 has provided comprehensive and compassionate care to those who face life-limiting illness and to their families. 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. Hospice of The Gorge receives support from the United Way. 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 Wind River Cellars is available at: www.windrivercellars.com

Photo caption: The 2006 display included a donated flower arrangement from Lucy's Informal Flowers and a bottle of original *Hospices de Dijon* wine