



**FOR IMMEDIATE RELEASE**

## **AN EXCEPTIONAL PAIRING: SIP & SAVOUR ONTARIO LAUNCHES NEW PARTNERSHIP WITH HOUSELINK**

**Toronto, June 7, 2011...** sip & Savour Ontario, an annual event featuring local wineries and chefs, is promoting a new pairing. Ontario's producers of fine food and VQA wines are staying focused on local as they join forces with Houselink, which provides homegrown housing solutions for people at risk of being homeless.

Houselink offers supportive housing and programs for people living with mental illness. With a goal of delivering quality of life to the people it serves, Houselink is groundbreaking in ensuring its residents and consumers play an active role in planning and decision-making.

"Houselink and sip & Savour Ontario share an important core belief," notes Tony Aspler, wine writer and partner of sip & Savour Ontario. "Both organizations recognize that quality of life is a local issue. We believe we derive the greatest benefit when we look to our own people and resources, be it for programs or for wines or food."

sip & Savour Ontario is planning a fundraiser in support of Houselink that will showcase more than 30 award-winning Ontario wineries, and regionally prepared food by top chefs. The event is to take place at Steam Whistle Brewing in Toronto on Wednesday, October 19, 2011.

Houselink owns 22 buildings in Toronto and supports over 500 people, including 60 families. Fundraising supports numerous programs geared towards mental health Recovery, including, community kitchens, employment opportunities, bursaries and social recreation activities.

"Houselink is proud to be partnering with sip & Savour Ontario. As a local charity, we are excited to collaborate and create a spectacular evening in October. The proceeds will provide new opportunities for individuals and families living with the impact of chronic mental illness and poverty," says Brian Davis, Executive Director of Houselink.

sip & Savour Ontario encourages consumer participation in the Ontario wine and food experience and plays a vital role in identifying the importance of a thriving culinary industry.

For more information, please visit [www.sipandsavourontario.ca](http://www.sipandsavourontario.ca).

**2011 sip & Savour Ontario / Ontario Wine Awards Sponsors**

680News	Grape Growers of Ontario
Vintage Hotels	LCBO
NOW Magazine	Luxor Realty Inc.
VINES Magazine	Niagara Airbus
Wine Country Ontario	Q water
Allen's	The Ontario Wine Society
ASL Print FX	The Wine Establishment
Bullfrog Power	VIA Rail Canada
Crush Wine Bar	The Stonemill Bakehouse Ltd.
Dairy Farmers of Canada	

**sip & Savour Ontario, in Support of Houselink – October 19, 2011**

**An evening dedicated to Ontario's Finest VQA Wines and Regional Cuisine**

In the traditions of all great culinary regions, there are strong ties between regional wine and cuisine. This year, we will once again be showcasing this great tradition here in Ontario. The public will be able to experience and celebrate Ontario wine and food firsthand at sip & Savour Ontario on October 19<sup>th</sup> at Steam Whistle Brewing in Toronto from 7:30 pm to 10:00 pm. Some of Ontario's top chefs will bring the best and freshest foods Ontario has to offer. A portion of ticket sales, along with all silent auction proceeds and individual donations, will go directly to Houselink.

**Contacts:**

**Sandy Kurbis**

Director of Client and Event Services  
The Forefront Communications Network Inc.  
1698 Avenue Road  
Toronto, ON M5M 3Y4  
Tel: 416-398-3335, Ext. 2#  
Fax: 416-398-6630  
[sandy@forefrontcom.com](mailto:sandy@forefrontcom.com)  
[www.sipandsavourontario.ca](http://www.sipandsavourontario.ca)  
[www.forefrontcom.com](http://www.forefrontcom.com)

**Brian Davis**

Executive Director  
Houselink  
805 Bloor Street West  
Toronto, ON M6G 1L8  
Tel: 416-539-0690, Ext 263  
Fax: 416-539-0693  
[BrianDa@houselink.on.ca](mailto:BrianDa@houselink.on.ca)  
[www.houselink.on.ca](http://www.houselink.on.ca)

### **About sip & Savour Ontario**

sip & Savour Ontario is dedicated to bringing education, support and accessibility of Ontario's local wine, culinary and agricultural industries to the public. This multi-faceted program raises consumer awareness about the outstanding VQA wine and local food products of Ontario. sip & Savour Ontario showcases the incredible quality and flavour available here in Ontario, while focusing on the vast benefits of supporting local industries and the people who are dedicated to producing them.

In 1995, Order of Canada recipient, Tony Aspler, founded the Ontario Wine Awards to recognize the growth and quality of the Ontario wine industry. Building on the success of the Ontario Wine Awards, sip & Savour Ontario was launched to publicly showcase VQA award-winning wines, and demonstrate to consumers the benefits of supporting the wine industry in their own province. sip & Savour Ontario has grown in size and stature over the years bringing the finest Ontario VQA wine and local food together. The main consumer event, sip & Savour Ontario, is an evening celebration of award-winning VQA wine, paired with market fresh Ontario food. Joined by exceptional Ontario chefs, this evening exposes Ontario restaurants, chefs, local food and VQA wine to the public. [www.sipandsavourontario.ca](http://www.sipandsavourontario.ca)

### **About The Forefront Communications Network Inc.**

Forefront Communications is an acknowledged full-service marketing and communications company specializing exclusively in the beverage alcohol industry. To date, Forefront has served such clients as; Brewers Association of Canada, Beverage Brands UK Ltd., Fruit Wines of Canada, Pacific NW Wine Coalition, Wines of Chile, SOPEXA, Tetra Pac, Wines of New York, Wine Institute of California, Wine Country Ontario, United States Department of Agriculture, Wines of South Africa, Whitehall Agencies Inc., Trade Commission of Spain, Distillers Corp. and Pernod Ricard S.A. – [www.forefrontcom.com](http://www.forefrontcom.com)

### **About Houselink**

Houselink is a non-profit, charitable agency based in Toronto that provides supportive housing. They offer a range of housing options, individualized supports and community-based programs. Quality of life is at the heart of their mission. They believe people – even people with serious mental illness – know what's best for them. All residents are members of Houselink, and participate in the life and the decisions of the organization. Houselink makes it possible for people struggling with extreme poverty, mental health and addiction issues to pursue recovery and build meaningful lives on their own terms. Their mission is to improve the quality of life of psychiatric consumers / survivors including those who are homeless or otherwise marginalized, through the provision of permanent affordable supportive housing and programs. [www.houselink.on.ca](http://www.houselink.on.ca)