



NEWSLETTER



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Hello and happy Thanksgiving!

As we approach this Thanksgiving holiday, we look back on the year and give thanks for the good things which have come our way, and at the same time we look forward to that which is yet to come.

This year Thanksgiving is on Thursday November 27th; as usual, it will fall on the 4th Thursday of the November.

Most folks prepare for this traditional American holiday by deciding which family members and friends to share the holiday with, then which food and drink to enjoy with them.

When considering your wine beverages this holiday season, consider Three Alarm California wines. These wines are fruit forward, food friendly and you can afford to share these wines with family and friends. More importantly, Three Alarm Cellars will donate part of the proceeds from the sale of our wines to the Alisa Ann Ruch Burn Foundation, a non profit organization dedicated to preventing burn injuries, promoting educational campaigns (Stop! Drop! And Roll!) and also dedicated to supporting those who have been burned.

My family and I wish you a wonderful holiday season, and hope you are able to make a Three Alarm toast to this American holiday with your family and friends.

Cheers,

Mike Gonzales



2008 Events

This year, we are thankful for the many non-profits and organizations which have allowed us to partner with them. Here is a list of events that Three Alarm Cellars have participated in or donated to this year (through October 2008):

1. Share Your Heart Mardi Gras Benefit, San Diego, CA
2. Visalia Firefighters Beer Tasting Benefit, Visalia, CA
3. Fire Commissioners Museum Benefit, Cheney, WA www.firememories.org
4. Wine Crush: Big Brothers Big Sisters Benefit, Missoula, Montana
5. Windsor High School Boosters Fundraiser, Windsor, CA
6. Great Chili Cookoff and Beer Festival, Petaluma, CA
7. Guns and Hoses Charity Tennis Challenge, San Francisco, CA
8. Women In Fire & Emergency Services, Leadership Conference, Scottsdale, AZ
9. New Orleans Wine & Food Experience, benefiting NOLA FIRE, New Orleans, LA
10. Stop, Drop & Rock and Roll, benefiting the AARBF, San Francisco, CA
11. Professional Firefighters Association Golf Tournament Benefit, SSF, CA
12. Spirit of Courage Awards, San Diego, CA
13. Firefighter's Association Mother's Day Fundraiser, Rincon Valley, CA
14. Around the World in 18 Holes Benefit, Petaluma, CA
15. CigarBQ benefiting local Sonoma County Charities, Windsor, CA
16. Eric Price Benefit Dinner featuring Guy Fieri, Windsor, CA
17. Peggy Sue's Chili & Pasta Cook Off Beer & Wine Tasting, Santa Rosa, CA
18. Illinois Fire Chiefs Educational & Research Foundation, Chicago, IL
19. Sonoma Life Support Golf Tournament, Santa Rosa, CA
20. Jazz on the Green, Windsor, CA
21. Law Enforcement Chaplaincy Service of Sonoma County Pasta Feed, Santa Rosa, CA
22. Firefighter's Golf Tournament, Renton, WA
23. Firefighter's Chili Cook Off, Santa Rosa, CA
24. Bocce Tournament Benefit, San Francisco, CA
25. Hook and Ladder Ball benefiting the AARBF, San Francisco, CA
26. KRCB Public Television Fundraiser, Santa Rosa, CA
27. Mother's Club 'Girls Night Out' benefiting AARBF, Windsor, CA
28. 1st Annual Oktoberfest & Street Dance, Windsor, CA
29. Fire Department Fund Raiser, Camp Meeker, CA





THREE ALARM CELLARS CALIFORNIA WHITE WINE

...a blend of Chardonnay, Symphony
and French Colombard.

THREE ALARM CELLARS CALIFORNIA RED WINE

...a blend of Petite Verdot, Merlot,
Syrah and Petit Sirah.

Part of the proceeds from every case sold goes to the Alisa Ann Ruch Burn Foundation (www.aarbf.org) whose mission is to: Improve the lives of burn survivors and help educate individuals about burn prevention.

The Alisa Ann Ruch Burn Foundation is also famous for creating 'Stop, Drop and Roll' which is an educational program taught nationally.



For more information about Three Alarm Cellars,
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Cheers!