

## PR: Trinity Oaks Celebrates Earth Day and Marks 4.4 Million Trees Planted

Trinity Oaks Wines Supports the Planting of Enough Trees to Cover New York City's Central Park 11 Times

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In under three years, Trinity Oaks Wines has turned its tree-planting program One Bottle, One Tree® into thousands of new forest acres. This Earth Day, Trinity Oaks' donation will exceed 4.4 million trees planted, enough to cover New York City's Central Park 11 times.

In partnership with the non-profit organization Trees for the Future, Trinity Oaks helps restore tree cover to tropical landscapes throughout Africa, Asia and Latin America. Trees planted in the tropics sequester more carbon dioxide each year than trees planted in drier climates. The One Bottle, One Tree® program started in July of 2008 and funds a tree planting for every bottle of Trinity Oaks wine sold. The number of trees planted would cover the equivalent of San Francisco's Golden Gate Park 10 times, Boston Commons 200 times, and Chicago's Millennium Park 400 times.

"We are incredibly pleased about the support we have given to planting more than 4.4 million trees and we have no intention of stopping anytime soon," says Tim Peters, Marketing Director of Trinity Oaks. "The program runs all year with absolutely no limit to the number of tree plantings we fund. We're thrilled that our partners, clients and wine consumers have all embraced the One Bottle, One Tree® program."

Consumers can help the environment while enjoying the five California varietals of Trinity Oaks wines. Trinity Oaks produces Pinot Grigio, Merlot, Pinot Noir, Cabernet Sauvignon and Chardonnay, all with a focus on coastal climates that produce expressive and vibrant wines. Trinity Oaks' bottle labels and marketing materials are made from 100% post-consumer-recycled paper. Consumers can visit [www.OneBottleOneTree.com](http://www.OneBottleOneTree.com) to see the live tree-planting ticker.

Trinity Oaks wines are available at top restaurants, grocery and wine stores nationwide and retail for \$6-8. For more information please visit [www.trinityoaks.com](http://www.trinityoaks.com)

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Trinity Oaks is wholly owned and operated by the Trinchero family, Napa Valley vintners since 1948. The company produces more than 23 brands of wine including Sutter Home, Trinchero Napa Valley, Main Street, Napa Cellars, Terra d'Oro, Montevina, Trinity Oaks, Folie à Deux, Ménage à Trois, and the number one alcohol-removed wine, Fre. The company also imports Angove Family Winemakers wines of Australia , Don?a Paula wines of Argentina, and Carmen wines of Chile, and markets and sells the Three Thieves and Joel Gott brands. [www.tfewines.com](http://www.tfewines.com)  
[www.trinityoaks.com](http://www.trinityoaks.com)

Since 1989, Trees for the Future has been helping communities around the world plant trees. Through seed distribution, agroforestry training, and their country programs, they have empowered rural groups to restore tree cover to their lands. Planting trees protects the environment and helps to preserve traditional livelihoods and cultures for generations. [www.treesftf.org](http://www.treesftf.org)