



BIRMINGHAM

2009 WINE AND FOOD CLASSIC

News Release

FOR IMMEDIATE RELEASE

Contact: Ashli Bobo
BERLINE
248-593-7436
abobo@berline.com

**CRUSH Birmingham 2009 Wine & Food Classic
Promises an Extraordinary Wine and Dining Experience**
Proceeds to Benefit Children's Leukemia Foundation of Michigan

Troy, Mich., July 15, 2009 – The CRUSH Birmingham 2009 Wine & Food Classic is back for its second year, scheduled from 7 PM to 1 AM October 3, 2009, featuring world-renowned wine experts and culinary masters dedicated to creating a night of elegance for guests. The event, held at The Townsend Hotel, 100 Townsend St., Birmingham, will benefit Children's Leukemia Foundation of Michigan, a statewide agency whose mission is to help families cope with leukemia, lymphoma, and related blood disorders.

Novices and connoisseurs alike will savor pairings of the very best food and wine, prepared by chefs with international acclaim, including Proprietor and Executive Chef Jean Joho, who has restaurants in Chicago, Boston and Las Vegas, and Executive Chef Michel Richard of Citronelle in Georgetown, Washington D.C.

Local celebrity chefs such as Jim Barnett, Executive Chef of the Westin Book Cadillac Hotel-Detroit; Brian Polcyn, Proprietor and Chef of Forest Grill in Birmingham; Jim Bologna, Executive Chef of Rugby Grill in The Townsend Hotel, Birmingham; Eric Ward, Executive Chef of Coach Insignia in Detroit; and Karen Williams, Chef/Proprietor of Galley Gourmet in Bay Harbor, will also participate. Honorary Wine Director Ron Edwards will join a host of wine ambassadors, including Master Sommeliers Laura Williamson, Wayne Belding, Sally Mohr, Madeline Triffon, Fred Dexheimer, and Claudia Tyagi. **(Please see attached document for additional detail.)**

(-MORE-)

Detroit's own Tom and Vicki Celani, founders of the esteemed Celani Family Vineyards, the Honorary Family Vineyards for 2009, will select from several award-winning wines from his family vineyard in Napa, Calif.

The main event on October 3 begins with a private pre-event reception hosted by Tom and Vicki Celani and The Townsend Hotel's Rugby Grill Executive Chef Jim Bologna. The Celanis have once again donated wine to be tasted and enjoyed, while sharing their passion and knowledge of wine with others. They will also provide wine for the main event tasting that will be shared among a guest list of 400 people.

The Celani family also will be opening their extraordinary Bloomfield Hills family estate for an intimate dinner of 24 on October 2. Wines from their private cellar will be paired with food created by Chicago's Executive Chef Jean Joho, the 2009 Honorary Chef/Restaurateur.

"We are looking forward to another sensational event, after last year's CRUSH Birmingham exceeded all expectations and proved to be an incredible success," said William Seklar, President of Children's Leukemia Foundation of Michigan. "This year, we will continue that momentum with world-renowned chefs and wine experts. All proceeds from CRUSH Birmingham will benefit Children's Leukemia Foundation of Michigan, and we appreciate everyone who supports this cause."

Co-chairs for CRUSH Birmingham are Jim and Debra Berline. General admission for the event is \$250 per person, and \$350 per person for patron admission.

The main event ticket for CRUSH Birmingham includes a Dom Pérignon champagne toast, wine and small plate pairing stations, a silent wine auction sponsored by the Plum Markets, and later, a desert and gourmet coffee buffet. The CRUSH After Hours event, sponsored by Rémy Cointreau USA, will immediately follow the main event with a trendy club atmosphere, open bar, music, and dancing to nationally-known "DJ Scene."

About Children's Leukemia Foundation of Michigan

Children's Leukemia Foundation of Michigan is a statewide agency helping families cope with leukemia, lymphoma and related disorders by providing information, financial assistance and emotional support. In addition, Children's Leukemia Foundation of Michigan has provided more than \$6.5 million in research dollars to Michigan's comprehensive cancer institutes. Children's Leukemia Foundation of Michigan is headquartered in Troy, Michigan. For more information, call 1-800-825-2536 or visit www.leukemiamichigan.org.

#