



PRESS RELEASE

For Immediate Publication: -

VICTORIA, BC – Liquor Plus is proud to announce the release of the *Finca La Estacada 'Victoria Hospice'* wine. A new wine on its own is not news worthy, but this wine will give back to the community- specifically Victoria Hospice.

“I witnessed the compassionate work of Victoria Hospice, first-hand, as my uncle David McMillan spent the last two weeks of his battle with prostate cancer at Victoria Hospice,” said Rod Phillips, Liquor Plus Director of Marketing & Buying. “I was surprised to learn that, unlike hospitals, Victoria Hospice receives only half of their funding through government – they depend on community donations to fund the rest. Therefore, I wanted to find a way to give back to a very special place that gave my uncle, and his family, so much comfort. Every bottle of Finca La Estacada sold will generate a \$1 donation to Victoria Hospice in honour of my Uncle, with the goal to raise over \$6,000 through the sale of this commemorative wine.”

“I decided to choose a wine that reflected the ‘soul nourishing’ aspect of Victoria Hospice,” continued Phillips. “It also had to reflect the heart and soul of the man I knew as Uncle David. David’s favourite wines were always European. He loved the finesse, elegance, and earthy qualities that are balanced with ripe fruit and acidity. It was only natural that I seek out a wine that had these characteristics in abundance yet could land on our shelves for under \$15 and still deliver on the quality.”

As a local charitable organization, Victoria Hospice remains committed to helping people right here in our community. Victoria Hospice’s team of specialized doctors, nurses, counsellors and trained volunteers are all dedicated to meeting the needs of dying patients and their loved ones.

David McMillan had an amazing life. He grew up in New Westminster and at an early age had to take over the family business from his father who died from a massive heart attack in 1961. The day after his father’s death, David became the CEO of Dad’s Cookies. He later became the CEO of Nielsen Cadbury - a post he held for a number of years before retiring to become the CEO of Island Farms. For 15 years he guided Island Farms, was named CEO of the Year, and eventually engineered the sale to Agropur. In his retirement David sat on the board of Directors for Thrifty Foods, was Chairman of the Board for the Royal BC Museum and, last but not least, was the Chairman of the Victoria Hospice Foundation Board.

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