



For more information, contact:

Jane Hodges Young

Labrador Communications

707-837-2735

jane@labradorcommunications.com

It's time to Shoot Your Dog! for annual Topel Wine Tails Calendar

Healdsburg, CA, Tuesday, July 13, 2010—For the third year, Topel Tasting Room in Healdsburg is urging pet owners to shoot their dogs — with a camera, of course!

From now through August 31, Topel is accepting creative canine photos for its annual Topel Wine Tails Calendar, which benefits the Healdsburg Animal Shelter. Wine and seasonal/holiday themes are preferred and photos featuring Topel wine bottles or logo apparel get special consideration, according to Donnis Topel, who owns the winery along with her husband, Mark.

Photos must be in high resolution (minimum 300 dpi) digital format. They should be submitted via email to donnis@topelwines.com, along with the following: pet guardian's name and contact information, dog's name and birthday, and fun facts or an interesting story about the dog(s) featured in the image.

Winning photos will be used in the calendar and the submitting photographer will receive one calendar and a bottle of Topel wine as compensation for the rights to use the picture(s).

More information is available online at www.topelwines.com or www.facebook.com/topelwinery, or by calling the tasting room at 707-433-4116.

Topel Tasting Room is located at 125 Matheson Street in Healdsburg, just steps off Healdsburg Plaza. It is open daily from 11 a.m. until 7 p.m.