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Topel Winery encourages you to shoot your dog!

"Wine Tails" calendar will benefit Healdsburg Animal Shelter

Healdsburg, CA, Wednesday, October 1, 2008—As part of its "Dogtoberfest" celebration, Topel Winery is encouraging people to shoot their dogs — with a camera, that is.

The Hopland-based winery, which recently opened its new tasting room in Healdsburg, is seeking clever and creative photographs of dogs for its first "Wine Tails" calendar. Profits from the sale of the calendar will be donated to the Healdsburg Animal Shelter.

Owners Mark and Donnis Topel are avowed animal lovers who currently have three Basset Hounds and a Rotweiler patrolling their vineyards on Duncan Peak. "This project is special to us because all of our dogs are from shelters and dog rescue organizations. We love them so much and they are a very important part of our lives," explained Donnis Topel. "We thought it would be fun to have people submit photographs of their dogs that we could make into a calendar, while at the same time benefiting the Healdsburg Animal Shelter."

Photographs should be in high resolution digital format (minimum 300 dpi). Preference will be given to pictures that have a wine theme, incorporating vineyards, barrels, glassware, bottles, etc. If using bottles, labels should be removed (with the exception of bottles bearing the Topel label).

"We're also offering to help take the photos if anyone would like to use a Topel logo prop in the picture," Donnis said. "All they need to do is bring their dog to our tasting room and we'll help set up the photo and actually take it, if they prefer." The Topel Tasting Room is located at 125 Matheson Street in Healdsburg, just steps off Healdsburg Plaza (across from Oakville Grocery).

All photographs need to be submitted via email to donnis@topelwines.com no later than October 30. Doggie guardians whose photos are selected will receive two free calendars and a bottle of Topel Cabernet Sauvignon as compensation.

Don't be dismayed, cat lovers! The Topels also are cooking up plans to honor fantastic felines at a later date.

For more information, contact Topel Tasting Room at 707-433-4116. The Tasting Room is open daily (except Tuesdays) from 11 a.m. to 6 p.m.

125 Matheson Street
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