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Every day is a dog day on Topel ‘Wine Tails’ calendar. Sales will benefit Healdsburg Animal Shelter.

Healdsburg, CA, Monday December 1, 2008 — When Mark and Donnis Topel urged people to shoot their dogs, the response was overwhelming. Armed with a bevy of digital cameras, loving canine guardians kept shooting and shooting and shooting — submitting scores of photographs for Topel Winery’s first “Wine Tails” Calendar, a benefit for the Healdsburg Animal Shelter.

“We were shocked at the number of dog lovers and the amazing amount of effort they put forth to get their dogs to pose for photographs for the calendar,” said Donnis Topel. “Many submitted photos with elaborate staging, using wine-related props. And the dogs were so cooperative!”

The Topels, who recently opened their new tasting room at 125 Matheson Street in Healdsburg, decided to put together a calendar after watching numerous dogs parade past their tasting room on a daily basis. Dog lovers themselves (they currently have three Basset Hounds and a Rottweiler at their estate vineyard in Hopland), they decided to donate all proceeds from the sale of the calendars to the Healdsburg Animal Shelter.

Some of Healdsburg’s celebrity canines are featured, including Max and Fritz, two Schnauzers owned by Bob Jensen and Perry Hardin of Jensen’s Copy & Art Supplies (where they regularly greet customers). Mel and Holly Schatz, owners of The George Alexander House Bed and Breakfast, snapped their English Springer Spaniel, Wrigley, having a wine country picnic. In one of the funnier photos, Annie, a miniature “Goldendoodle” owned by Carol Vaughan of the Healdsburg Parks and Recreation Department (and her husband, Joe) “drives” a green tractor through a vineyard laden with blooming mustard. And the cover shot is a classic — two Pit Bulls (Xena and Joxer) belly up behind the bar to greet customers at the Topel Tasting Room (photographed by their mom, Topel Tasting Room associate Lucibel Nunez).

125 Matheson Street
Healdsburg, CA 95448
707-433-4116



The calendars sell for \$15 each. They are available at the Topel Tasting Room, the Healdsburg Animal Shelter and at two pet supply stores in Healdsburg — Fideaux and Healdsburg Dog House. The calendars can also be purchased online at www.topelwines.com.

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