



*Intrepid Fallen Heroes Partnership*

## **CK Mondavi and Family's Commitment to America's Veterans**

CK Mondavi and Family wines are produced in the Napa Valley by the iconic C. Mondavi & Family, a leading American producer of top quality wines. Owned and operated by World War II veteran Peter Mondavi Sr. and his family, the company honors their American heritage by supporting the Intrepid Fallen Heroes Fund (IFHF), an organization that provides financial assistance to the injured men and women of the Armed Forces and their families.

CK Mondavi and Family began their partnership with IFHF in 2012 and annually runs an in-store promotion to raise money and bring attention to this organization. In addition to their performance-based donation, CK Mondavi and Family encourages consumers to make a direct donation to the organization through in-store promotional materials.

## **About The Intrepid Fallen Heroes Fund**

The Intrepid Fallen Heroes Fund, a national leader in supporting the men and women of the United States Armed Forces and their families, has provided over \$120 million in support for the families of military personnel lost in service to our nation, and for severely wounded military personnel and veterans. The fund most recently opened the National Intrepid Center of Excellence to support the research, diagnosis and treatment of military personnel and veterans suffering from traumatic brain injury (TBI). The fund is now launching a new project to build satellite TBI centers at several major military deployment bases around the country, providing more direct care to our wounded heroes in uniform. They can be found online at [fallenheroesfund.org](http://fallenheroesfund.org).

## **About CK Mondavi and Family**

CK Mondavi and Family wines are produced in the Napa Valley by the iconic C. Mondavi & Family. 100% American grown and bottled, the CK Mondavi and Family portfolio consists of the most popular varieties of wines that are handcrafted under the close stewardship of the Peter Mondavi Sr. family. A large portion of the grapes are estate grown on the family's 1,850 acres of vineyards, or are sourced from single vineyards that the family has had partnerships with for generations. CK Mondavi wines are consistent, vintage-to-vintage, providing consumers with a value and quality they can trust.

## **Online**

[CKMondavi.com](http://CKMondavi.com)

Twitter: [twitter.com/CKMondaviWines](https://twitter.com/CKMondaviWines) // @CKMondaviWines

Facebook: [facebook.com/CKMondaviWines](https://facebook.com/CKMondaviWines)

Pinterest: [pinterest.com/CKMondaviWines](https://pinterest.com/CKMondaviWines)

Instagram: [instagram.com/CKMondaviWines](https://instagram.com/CKMondaviWines)

## **Media Contact**

Teplin+Nuss - [teplinnuss.com](http://teplinnuss.com) - @TeplinNuss - 707.812.1919

Ashley Nicole Teplin // [ashley@teplinnuss.com](mailto:ashley@teplinnuss.com) - 310.210.3067

Holly Nuss // [holly@teplinnuss.com](mailto:holly@teplinnuss.com) - 415.845.1095