



By Shaw Vineyard Estate

A Wine best served with Laughter

Last night (Thursday 18 June) saw the launch of a fun and vivacious range of new wines called the 'Laughter Series' by Canberra winery, Shaw Vineyard Estate. Created for Camp Quality - Australia's leading raiser of funds and laughter for kids with cancer - these wines will help raise money to ensure children with cancer have the chance to smile.

The launch was hosted by local Canberra radio personalities Cam and Lisa from Mix 106.3 and Wallaby great Owen Finegan, and took place at Regatta Point, Canberra.

It was an exclusive event for Camp Quality supporters, sponsors, local VIP guests and media, and in keeping with the laughter theme was a wine launch in the form of a 'Laughter Class'.

Graeme Shaw explains, "A 'Laughter Class' combines yoga breathing with laughing exercises designed to enhance your natural energies. A combination of clapping, ho-ing and ha-ing, breathing and movement paired with laughter will make you see and feel exactly why laughter is the best medicine.

A laughter class is also based around the fact that fake laughing can also provide you with the same amount of benefits as real laughing. Our motto is "fake it til you make it" because fake laughter in a class will soon erupt into a contagious real laughter and once you do it the first time it will continue to become easier and easier for you."

The 'Laughter Series' wines are sure to make everyone happy. Shaw Vineyard Estate has been a strong supporter of Camp Quality for over 17 years now and wanted to take this a step further, thus the Laughter Series wines were born. From every case of the 'Laughter Series' sold, a \$50 donation will be made directly to the local branch of Camp Quality. Shaw Vineyard Estate will be aiming to produce 10,000 cases of the new wines, raising an additional \$500,000 for families and children affected by cancer.

The philosophy behind the Laughter Series is a good glass of wine goes perfectly with a good laugh, and you're guaranteed happiness with a glass of wine created by the Shaw Vineyard Estate. The winery is a true raising star of the Canberra wine region and has won a raft of awards year after year - including 25 international awards - for their wines.

The Estate is located in Murrumbateman, with prime positioning in this high-quality wine region. In fact Shaw Vineyard Estate has the largest plantings in the region, and produces wines that are 100% Estate-grown. Like their other wines, the Laughter Series are single vineyard, premium cool climate wines. Wines of this quality would normally retail for over \$15 a bottle, so at just \$10.75 a bottle (sold in straight and mixed cases for \$129 a case) you are getting a great deal as well as helping a great cause!

Shaw Vineyard Estate is truly a family affair headed by Graeme and Ann Shaw, with support from their two children Tanya and Michael. The family is dedicated and passionate about the wine they create and they apply these values in their other passion; supporting those families less fortunate.

The Laughter Series

Laughter Series Semillon Sauvignon Blanc 2008

Laughter Series Semillon Riesling 2008

Laughter Series Shiraz Cabernet 2008

Laughter Series Laughter Series Cabernet Sauvignon 2008

\$129 per case

*note this price include a \$50 donation to Camp Quality

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Distribution

The 'Laughter Series' is available for purchase via www.shawvineyards.com.au and www.campquality.com.au/laughterserieswine

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Additional Notes:

Share the Power of Laughter

Did you know that ...laughing reduces stress

Did you know that ...laughing strengthens your immunity

Did you know that ...laughing releases antioxidants and oxygen into the body making it a natural pain killer

Did you know that ...15 mins of laughing is equal to 30mins at the gym!!

What about this one... Did you know that a child laughs up to 300 times a day and adults only laugh about 18 times a day?