



Liquor Watch July, 2009

Page: 44

Section: General News

Region: National Circulation: 8000

Type: Australian Magazines Trade

Size: 68.00 sq.cms

Frequency: Monthly

■ **Laughter for a good cause**

Graeme Shaw, Shaw Vineyard Estate has launched a new livery called the 'Laughter Series'. The range has been created for Camp Quality, Australia's leading raiser of funds and laughter for kids with cancer. The launch was hosted by local Canberra radio personalities Cam and Lisa from Mix 106.3 and Wallaby great, Owen Finegan. Instead of a wine, Master Class the launch saw a wine, 'Laughter Class'. Shaw explained, "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. Our motto is 'fake it, til you make it' because fake laughter in a class will soon erupt into a contagious real laughter. Shaw Vineyard has been a strong supporter of Camp Quality for over 17 years and wanted to take this a step further with the 'Laughter Series'. From every case of the 'Laughter Series' sold, a \$50

donation will be made directly to the local branch of Camp Quality. Shaw Vineyard will be aiming to produce 10,000 cases. See www.shawvineyards.com.au

6: Graeme Shaw (Shaw Estate) 'laughing' with Owen Finegan (former Wallaby).

