

Painted Turtle
no worries, no hurries.™



Painted Turtle Wines Supports its Namesake With “Protect the Turtles” Initiative

For Immediate Release

Date, 2006 (Vancouver, BC) – Painted Turtle Wines is inviting British Columbians to make a difference in their own backyard. By purchasing Painted Turtle wines, consumers support the “Protect the Turtles” initiative which raises awareness of the painted turtle’s endangerment and donates funds to the Habitat Conservation Trust Fund.

Painted Turtle Wines is committed to the preservation and enhancement of the province’s wildlife. The painted turtle is the only freshwater turtle native to British Columbia and requires specific habitat conditions such as wetlands, ponds, and suitable soils for nesting.

In recent years, the painted turtle population has declined as a result of destruction to its natural environment. Currently on British Columbia’s “blue list”, which identifies species that are vulnerable to further population decline, the Ministry of Environment notes that “habitat protection is the most urgent priority for painted turtle conservation in BC.”

Painted Turtle Wines is providing a way for British Columbians to contribute to their environment and support the province’s entrepreneurial community. Bottled in Penticton, British Columbia, Painted Turtle Wines is gaining international acclaim for its homegrown quality and has recently won awards in the United States and overseas.

The Habitat Conservation Trust Fund invests in projects to conserve British Columbia’s fish, wildlife, and habitats so that people can use, enjoy, and benefit from these resources. Since 1981, the Trust Fund has invested almost \$100 million in conservation projects across BC. For more information, please visit www.hctf.ca.

So come out of your shell and help “Protect the Turtles” by enjoying a bottle of Painted Turtle wine. The turtles will thank you!

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www.paintedturtlewine.com
<http://www.hctf.ca/>

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