

## ***NEWS RELEASE***

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### **FREEDOM RUN WINERY ANNOUNCES GRAND OPENING**

**LOCKPORT, NY – Aug. 2, 2007** – Freedom Run Winery, one of the newest and most unique wineries along the fast-growing Niagara Wine Trail, located at 5138 Lower Mountain Road in Cambria, New York just ¼ mile west of Rt. 93 (Townline Road) announces its gala grand opening on Saturday, August 11<sup>th</sup> from 10 a.m. – 6 p.m.

Grand opening festivities will be held in the spacious new Tasting Room and include delicious appetizers by well-known Lancaster Country Club Executive Chef Warren J. Drew, music by local favorite “Pocket Change”, prolific pottery artist and Freedom Run co-owner R. Sean Manning throwing clay, raffles, door prizes and our award-winning wines, all for \$15 per person.

The 90-acre winery and farm, with 11 varieties of wine and more than 1,000 apple trees, is located between the historic Niagara Escarpment and Lake Ontario, where the microclimate is ideal for the production of world-class wines. It is just 1.5 hours from Toronto or Rochester, one-half hour from Buffalo, and only minutes away from Niagara Falls.

Construction on the winery began in May, 2005 and the winery first opened its doors to the public on February 10 of this year. From day one, this has been a family enterprise. Brothers and co-owners Larry (chief operating officer) and Chip Manning (vineyards/estate manager) and their families run the day-to-day operations with the support of brother R. Sean Manning (proprietor).

“Actually, almost everyone in our family, from our Mother down to our nephews and nieces, has pitched in during the past two years,” said Larry Manning. “We could not have come so far, so fast, without all their help.” He said that non-family member and winemaker Robert A. Green, who has been making wine in the Lake Erie Region for more than 20 years, is another important part of the Freedom Run team.

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The winery's motto is "We View Wine As Art", and when you see the posh 1,600-square-foot Tasting Room you will quickly discover why. Featuring truly one-of-a-kind architecture (from its beamed ceilings to its bamboo floors, custom crafted cabinets, blown glass bar and exquisite mural that runs through the production room floor) this stunning structure provides the ideal environment to appreciate fine wine, art and conversation with friends.

"The artwork that you see displayed here is truly a labor of love by my family as well as some especially talented artist friends, including blown glass artist Chuck Boux (whose work is in the Smithsonian), world-renowned ceramic artist Peter King and his wife Professor Xinia Marin, and others," said R. Sean Manning. "It also displays our dedication to this enterprise and the art of winemaking, and to making Freedom Run and its wines an unforgettable experience."

The Manning brothers added that the name of their winery also hopefully conveys their unique approach to this venture. "Of course, we want this winery to become a legacy for our family," said Sean, "but we also want it to become a legacy for more than that." He said the Niagara Escarpment that borders the winery is well-known for its role in the Underground Railroad.

"Here is where slaves ran at night, guided by the escarpment, to the narrowest point in the Niagara River where they could finally swim across the border to their freedom," said Sean. "We couldn't think of a more appropriate, or powerful, name, and want to commemorate and pay tribute to this part of American history and the continued importance of freedom."

For more information about the winery, our grand opening and directions, visit us at [www.freedomrunwinery.com](http://www.freedomrunwinery.com) or call 716-433-4136 or 800-775-4260.