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LOCAL BREAST CANCER AND OVARIAN CANCER CHARITIES JOIN TO WINE, DINE AND FUNDRAISE AT FIWC ON JUNE 24 AND 25, 2010

Sample Hundreds of Wines at The Palms and Take Two Bottles for Free To Enjoy With Dinner in Benefit of Florida Breast Cancer Foundation

MIAMI, FL (May 2010) – The **Florida Breast Cancer Foundation** is honored to be chosen as the benefiting charity, alongside the Melanie Finley Ovarian Cancer Foundation, of the **6th Annual Florida International Wine Challenge** (“FIWC”) taking place on June 24 and 25, 2010 from 5:00 to 8:00 p.m. at The Palms Hotel & Spa at 3025 Collins Avenue, Miami Beach. General admission is \$60 per day, though supporters are encouraged to use **discount code FBCF** at www.fiwc.net or www.localwineevents.com for \$10 off with a percentage of each ticket sale donated to the Florida Breast Cancer Foundation. For more information, please call 1-866-998-8466 (VINO).

“Having the opportunity to work with The Florida International Wine Challenge in conjunction with the Melanie Finley Ovarian Foundation will allow all of us to shed light on both important causes as well as provide education and awareness on the links between Ovarian and Breast Cancer.” said James Konschnik, President & CEO of the Florida Breast Cancer Foundation “We are very fortunate to have such great community partners and we look forward to a successful event”.

In a downturn economy where private funding is increasingly limited, partnering with socially-responsible companies that attract affluent, educated patrons raises awareness and valuable funds for the cause, as well as develops strategic and new relationships with captive audiences. Further, collaborating with non-profits with similar agendas develops a sense of community as a whole. Breast and ovarian cancer can be correlated with abnormal changes in the BRCA1 and BRCA2 genes. When there is a personal or family history of breast cancer, women may be at an increased risk of ovarian cancer. Through FIWC, the Florida Breast Cancer and Melanie Finley Ovarian Cancer Foundations are coming together to drive donations and consciousness.

About the Florida International Wine Challenge Public Wine Tasting

After the professional competition is conducted during the day on June 24 and 25, the wines sampled by the judges at the Florida International Wine Challenge will be offered to consumers, trade and media for the chance to make their own judgment. A portion of proceeds from ticket sales benefit the Florida Breast Cancer Foundation and the Melanie Finley Ovarian Cancer Foundation. Guests dining at Restaurant Essensia will be encouraged to choose any two bottles

from the wine competition floor to complement their meals; a percentage of sales from prix fixe menus orders will also benefit these local charities.

About Florida Breast Cancer Foundation

Florida Breast Cancer Foundation (FBCF) is a 501 (c) (3) grassroots organization with the mission to end breast cancer through advocacy, education, and research. FBCF works statewide to raise awareness and mobilize Floridians to ensure sufficient public funding for breast cancer research, quality health care for all without fear of discrimination, and an environment free of carcinogens. FBCF is the only organization in the State of Florida with the End Breast Cancer license plate. All monies raised stay in the State of Florida to support advocacy, education, and research programs for Florida residents and institutions. For more information visit www.FloridaBreastCancer.org.

About the Melanie Finley Ovarian Cancer Foundation

The Melanie Finley Ovarian Cancer Foundation is a grassroots charitable organization that raises money for Ovarian Cancer education and provides direct financial assistance to young women who have been diagnosed with this disease. Ovarian Cancer is the fifth leading cause of cancer-related deaths among U.S. women. Each year more than 22,000 women are diagnosed with Ovarian Cancer and over 15,000 women will die. By helping young women become aware of ovarian cancer symptoms, Finley hopes to make a difference. For more information, call 954.336.6733 or visit www.mfocf.com.

About The Palms Hotel & Spa and Essensia Restaurant

Just minutes from the heart of South Beach, The Palms Hotel & Spa combines genuine service, laid-back sophistication and oceanfront serenity into a destination where complete wellness and environmental awareness are at the center of each experience. The Palms' restaurant Essensia awakens the senses with natural gourmet cuisine and indulgent cocktails in a sensuous and relaxing ambiance. The menu offers patrons a tasteful and wholesome variety of fresh and light worldly fare with a genuine focus on utilizing local, organic, and seasonal ingredients, and a wide selection of low calorie Spa selections.

Privately owned and managed by The Krause family, who also own the boutique-style Circa 39 in Miami Beach, The Palms sits on its own stretch of beach just 12 miles from Miami International Airport. The Palms Hotel & Spa is a member of Preferred Hotels & Resorts as well as Epoque Hotels. For reservations or further information, please call 800.550.0505 or visit www.thepalmshotel.com.

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