

FOR IMMEDIATE RELEASE

MISSION HILL FAMILY ESTATE UNVEILS LIMITED RELEASE ARTIST'S SERIES WINES

Mission Hill Commemorates 'Encounters with Iceland' Sculpture Exhibition with Limited Edition Artisan Wines & Photo Contest in Partnership with Icelandair

Enter to Win! Round-trip Airfare to Iceland courtesy of Icelandair

Okanagan Valley, BC – August 21st, 2014 – To commemorate the '**Encounters with Iceland**' sculpture exhibition, on now until October 2014 at Mission Hill Family Estate, Proprietor Anthony von Mandl has commissioned the winery's first-ever **Limited Release Artist's Series Wines**.

Each of the limited edition wine labels features one in a **series of 20 unique photographs** that capture the grandeur and elegance of the works of **acclaimed Icelandic artist Steinunn Thórarinsdóttir** on display at the winery. The images grace the bottles of **Mission Hill Cabernet Sauvignon Shiraz 2012** and **Mission Hill Riesling Icewine 2013**, available exclusively at the Wine Boutique at Mission Hill Family Estate.



“These wines are destined to become highly sought after collector’s items for wine aficionados and anyone with an appreciation of fine art,” said Anthony von Mandl. “The custom label designs reflect our commitment to the arts, culture and the tradition of fine winemaking – which are at the heart of the guest experience at Mission Hill. This season we celebrate all of these hallmarks with the ‘Encounters with Iceland’ Sculpture Exhibition.”

Limited Release Artist's Series Wines

Available Now at Mission Hill Family Estate

Enter to Win! Photo Contest in Partnership with Icelandair

In celebration of this occasion, Mission Hill is partnering with Icelandair for a social media photo contest. From **August 21st, 2014 to September 30th, 2014** guests visiting Mission Hill are encouraged to capture the beauty of the 'Encounters with Iceland' exhibit by sharing their photos of the sculptures of Steinunn Thórarinsdóttir through **Facebook** for a chance to **win two (2) complimentary round-trip tickets to Iceland courtesy of Icelandair**. For complete contest details, visit the Mission Hill website at missionhillwinery.com/sculpture_contest

"Iceland comes alive at Mission Hill Family Estate this season with Steinunn's inspiring sculptures," says Helgi Már Björgvinsson, Senior Vice President of Marketing & Sales, Icelandair. "We look forward to transporting the 'Encounters with Iceland' photo contest winner right to the source of the artist's inspiration with a pair of round-trip tickets to visit Iceland."



With more than 40 of Steinunn Thórarinsdóttir's life-size sculptures on display at Mission Hill through to October 2014, the photo opportunities are endless. Guests are encouraged to select images that depict the sculptures surrounded by the dynamic architecture of the winery and the beauty of the natural surroundings.

About Icelandair

Icelandair, the flag carrier of Iceland since 1937, provides service to Iceland from Boston, New York (JFK and Newark), Seattle, Denver, Washington, D.C., Toronto and Edmonton with seasonal service from Minneapolis-St. Paul, Orlando Sanford, Anchorage, Halifax, and Vancouver. Connections through Icelandair's hub at Keflavik International Airport are available to more than 20 destinations in Scandinavia, the U.K. and Continental Europe. Only Icelandair allows passengers to stopover in Iceland for up to 7 nights at no additional airfare. Information on Icelandair's schedules, fares and vacation packages to Iceland and beyond is available online at www.icelandair.com.

About Mission Hill Family Estate

Mission Hill Family Estate, located in the heart of British Columbia's pristine Okanagan Valley, offers visitors an exceptional, authentic experience in an exclusive setting of unparalleled natural beauty and extraordinary architecture. Established in 1981 by Proprietor Anthony von Mandl, O.B.C., the family-owned winery is known for its exemplary vineyard estates and award-winning wines. Conceived and built to endure for centuries, the dramatic architecture of the winery by acclaimed architect Tom Kundig, creates an ideal environment for the celebration of fine wine, food and the arts. A sophisticated portfolio of wines perfectly suits fresh locally grown cuisine served at the winery's award-winning Terrace Restaurant named "one of the top five winery restaurants in the

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world” by Travel + Leisure Magazine. Called “the gold standard of wineries” by Condé Nast Traveler, the winery offers cultural programs through the summer concert series, ongoing culinary programs and international art exhibitions. Sustainable practices in the vineyards and operations of the winery ensure a strong future. Visitors find a tranquil retreat from the hurried pace of daily life and the surprise of an exceptional environment in which to be immersed in the experience of fine wine. For more information visit missionhillwinery.com

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