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WILLAMETTE VALLEY VINEYARDS COLLECTS CORK DONATIONS, GIVES AWAY AIRFARE TO PORTUGAL AT THE BETTER LIVING SHOW, MARCH 26-28

PORTLAND, Ore. – March 16, 2009 – Attendees of the third annual Energy Trust Better Living Show (www.betterlivingshow.org) are encouraged to bring corks from opened wine bottles to the lobby of the Portland Expo Center throughout the free, three-day event. Hosted by Willamette Valley Vineyards, the attendee to bring in the largest amount of cork by the end of the show will win airfare for two to Portugal, to visit the cork oak tree forests. All donated cork will be recycled.

Willamette Valley Vineyard is a pioneer in cork recycling, as the first winery in the world to be certified by the Rainforest Alliance for using 100 percent Forest Stewardship Council (FSC) certified cork. In 2008, the winery launched its Cork ReHarvest program, a sustainable cork recycling program that does not increase cork's natural carbon footprint throughout the recycling process.

"Currently, most cork goes to landfills, and the Cork ReHarvest program gives us a chance to actually use it," said Patrick Spencer, the Cork ReHarvest director at Willametter Valley Vineyard. "Cork in a landfill isn't bad because it's wood and is biodegradable, so when we decided to recycle it, we had to create a system that didn't add anything to cork's natural carbon footprint. If we increased the carbon footprint during recycling, we'd be doing more harm than good."

Cork is a natural, renewable material, made from the bark of cork oak trees, and harvested by hand every nine to 12 years. Harvesting cork is actually healthy for the trees, which can live up to 300 years, and provides a source of livelihood for thousands of families in Portugal. Ninety-five percent of the cork used to bottle wine comes from Portugal, and the person or group who donates the most cork will have the opportunity to visit the cork oak forests.

Participants in the contest must be 21 years old or older, and airfare for two people will be awarded. Groups may pool their cork resources to win, but will then decide on two people from their group to win. All cork must be dropped off at the Better Living Show lobby by 4p.m. on Sunday, March 28, 2010.

Take this out. Makes it sound like the can enter at Whole foods

For complete contest rules and information, please visit:

<http://www.betterlivingshow.org/WillametteValleyVineyardsCorkReHarvestContest.htm>.

About The Energy Trust Better Show

Free to the public, the Energy Trust Better Living Show, the Northwest's largest sustainable lifestyle show, takes place Friday, March 26 from noon – 9 p.m.; Saturday, March 27 from 11 a.m. – 9 p.m.; and Sunday, March 28 from 11 a.m. – 5 p.m. at the Portland Expo Center. The Better Living Show is designed to empower attendees to become more thoughtful consumers and lessen their impact on the environment by learning about sustainable, healthy and practical lifestyle products and services. For more information, visit www.betterlivingshow.org.

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