



*The Independent Champagne and Sparkling Wine Invitational*

**FOR IMMEDIATE RELEASE**

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**ICSWI 2010 (INDEPENDENT CHAMPAGNE & SPARKLING WINE INVITATIONAL) PROVIDES EXCLUSIVE BUBBLES TO "THE BLIND SIDE" NEW ORLEANS FILM PREMIERE PARTY**

**NEW ORLEANS, LOUISIANA (November 20, 2009)** - ICSWI was on hand at The Blind Side New Orleans film premiere after party, November 19th, providing champagne to over 300 attendees. The party, a benefit for the Warren Easton Charter Foundation, raised funds for Louisiana's oldest public high school in its recovery efforts from the dire effects of Hurricane Katrina. The event, held at the House of Broel, 2220 St. Charles Avenue, served Paul Berthelot NV Dizy 1er Cru, Vazart Coquart NV Chouilly Grand Cru, Henry Billiot NV Rosé, Pierre Gimonet Special Club 2000, and Vazart Coquart Special Club 2002 Grand Cru Chouilly.

The film is about real life heroine Leigh Anne Tuohy and teenager Michael Oher. Oher is virtually homeless until Tuohy takes him into her home and he becomes part of her family, independent of their differences. This union leads to his becoming an All-American football player. Sandra Bullock and Tim McGraw star as Leigh Anne and Sean Tuohy, Quinton Aaron stars in the central role of Michael Oher and Kathy Bates stars as his tutor.

"This unconventional tale about a unique mother-son relationship redefining family was the perfect thematic for ICSWI participation," said Alva Johnson, Co-Founder of the nation's first Independent Champagne & Sparkling Wine Invitational. "Champagnes and sparkling wines are all about celebration, and there couldn't be a more beautiful and relevant story to celebrate."

Demonstrating its ongoing commitment to New Orleans, ICSWI will take place in the fabled city, April 16-18, 2010. At the event, attendees will be exposed to more than 150 independent growers and producers, 50 top sommeliers and over a dozen leading national chefs who have been invited to participate. Tickets start at \$850 per person for the three day Invitational and can be purchased at [www.icswi2010.com](http://www.icswi2010.com).

The film debuts nationally November 20<sup>th</sup> and also features several legendary football coaches.

[Information sourced from [www.TheBlindSideMovie.com](http://www.TheBlindSideMovie.com)]

**About ICSWI**

ICSWI, the nation's first Independent Champagne & Sparkling Wine Invitational, is hosted by a Board of leading industry experts. ICSWI Board of Advisors include Laura Maniec MS, Charles Curtis MW, Fred Dexheimer MS, Lisa Granik MW, Kurt Eckert and Katie Callahan as Culinary Advisor. The event is organized by Enchanting Travel and Tours, with a team spearheaded by Alva Johnson, Co-Founder/Event Organizer, Peter Wasserman, Co-Founder/Industry Consultant, and Dr. Allen HY Rosenthal, CFO.

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**ICSWI 2010 | New Orleans | April 16-18, 2010**

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