



## P R E S S   R E L E A S E

May 2, 2007

For immediate release

### Bellini Donations Help to Beat MS!

Throughout the month of May, Empson Canada Inc. (Empson) will donate \$6.00 to the Multiple Sclerosis (MS) Society of Canada from every case of Canella Bellini Cocktail (Bellini) sold.

Empson hopes that by using Bellini, with its universal appeal to men, women, young and old alike, they will raise public awareness to the severity of the MS situation in Canada and help the fight for a cure.

Recent statistics concerning Canadians and MS are staggering

- Canada has one of the highest rates of MS in the world;
- MS is the most common neurological disease affecting young adults in Canada; and
- Women are three times as likely as men to develop MS.

The campaign will kick off with a "Bellini Launch Party" hosted by Empson and Monica Canella, being held on Tuesday, May 8<sup>th</sup> at Ric's Grill (1436 8<sup>th</sup> Street S.W., Calgary), for invited key trade sponsors, media and MS Society guests. The Bellini Launch Party will be held from 2:30 – 5:00pm with complimentary Bellini and appetizers being served.

Empson Canada Inc. is the Canadian importer of Bellini, a legendary Cocktail produced by Canella wines of Italy. During the month of May, Bellini will also be the featured cocktail at many fine restaurants and wine retailers across Alberta. Bellini was a favourite drink of Ernest Hemingway, who was said to be a "regular" at Harry's Bar in Venice where the cocktail originated.

Contacts:

**Carolyn Badger** – Empson Canada Inc.    **Jill Bennett** - MS Society Calgary Chapter

Event Information

MS Society Information

P: 403-503-9995

P: 403 250-7090

[cbadger@empsoncanada.com](mailto:cbadger@empsoncanada.com)

[jill.bennett@mscalgary.org](mailto:jill.bennett@mscalgary.org)

[www.empson.com](http://www.empson.com)

[www.mscalgary.org](http://www.mscalgary.org)