

# Vino for Vitality

A Wine Tasting Event to Benefit the Center for High Blood Pressure

In its inaugural year, the *Vino for Vitality* wine tasting event offers business and community leaders the opportunity to support the Center for High Blood Pressure, while indulging in specialties from the local wine culture. Nestled against the backdrop of downtown Richmond, the historic Main Street Station provides an intimate venue for this event, to be held on Thursday, August 13, 2009 from 5:30 p.m. until 8:30 p.m. Proceeds from *Vino for Vitality* will give the Center for High Blood Pressure much needed funds to continue their mission of serving the community.

The Center for High Blood Pressure, located in downtown Richmond, has provided essential services to the poor and uninsured since 1983. Relying heavily on a volunteer corps of medical professionals and students from area universities, the CHBP screens, treats and tracks hypertension, diabetes and high cholesterol. The CHBP also conducts lifestyle and disease education classes for community and corporate groups, and partners with the Richmond City Health Department to provide home care. A designated Virginia free clinic, the CHBP helps almost 2000 patients yearly, at no cost to them.

Financial support is essential to the CHBP's survival and continuance of its services. In 2007, the total value of services that the CHBP provided to the community was \$1,450,000; however, the actual cost of these services was \$325,000 - *only 22% of the total value!* For every \$1 received, the CHBP translates that into \$4 to \$5 in services for the community. The actual value of services is also compounded with the realization that in addition to the community impact, the CHBP allows area hospitals and medical facilities to reduce their operating costs by referring uninsured patients who would otherwise have to sacrifice life-saving examinations and access to education and pharmaceuticals, as well as preventative care. To learn more about the CHBP, please visit them online at: [www.rahbpc.org](http://www.rahbpc.org).

We invite you to become an integral part of this movement to support the CHBP by becoming a sponsor of the *Vino for Vitality*. Sponsorships not only benefit the CHBP, but also your business by exposing it to other professionals and the community. Allow *Vino for Vitality* to be a part of your corporate citizenship program. Your donation is tax-deductible (CHBP is a designated 501(c)(3) nonprofit organization). More information on sponsorship levels and accompanying benefits is available on the enclosed flyer.

In order to participate in this wonderful opportunity, please complete the *Vino for Vitality* Sponsorship Agreement. Feel free to direct all questions about your participation to Karyn Riley, the event coordinator, at (301) 908-2820 or [kriley02@gmail.com](mailto:kriley02@gmail.com).

Thank you in advance for your support of this event!