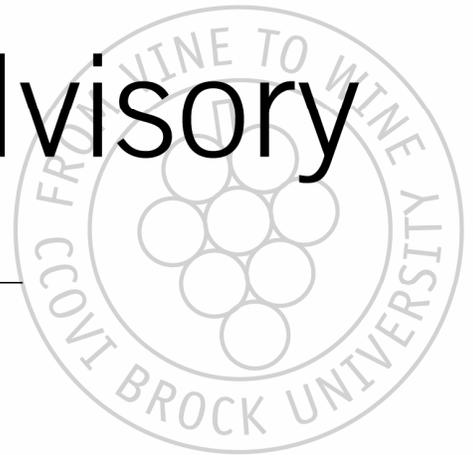




Media Advisory

Cool Climate Oenology and
Viticulture Institute (CCOVI)



FOR IMMEDIATE RELEASE

October 24, 2007

CCOVI Grad Comes ‘Home’ to be Communications Officer

Isabelle Lesschaeve, Director of the Cool Climate Oenology and Viticulture Institute at Brock University, is pleased to announce the appointment of James Cooper to the new role of CCOVI Communications Officer.

Cooper is coming back ‘home’ to CCOVI after graduating from Brock’s Oenology and Viticulture program in 2001. Since then he has worked in the wine industry, completed graduate studies in Science Communication at Laurentian University and interned with the Discovery Channel as a science news writer. Cooper is looking forward to working with the CCOVI team to advance the Institute’s communications at local, national and global levels.

“Mr. Cooper’s dual training in oenology and viticulture, and science communication positions him perfectly to tackle our new communications plan, which aims to add value to CCOVI’s role as a key resource for the grape and wine community,” said Lesschaeve.

Cooper stressed the importance of growing the Institute’s communications and outreach efforts. “CCOVI has momentum in working with the grape and wine community to overcome challenges in cool climate oenology and viticulture. We plan to bolster this process by engaging stakeholders with clearer, more open dialogue. This will help us to better understand and respond to the community’s needs and interests.”

Cooper can be reached by contacting him at the information listed below. He welcomes your inquiries.

The Cool Climate Oenology and Viticulture Institute at Brock University is dedicated to the advancement of the Canadian grape and wine industry, as well as other cool climate grape and wine producing regions of the world. Our vision is to be the world’s leading centre of excellence in cool climate grape and wine research. In addition to research programs, CCOVI offers a full range of academic and outreach programs.

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