

## **BROCK UNIVERSITY MEDIA ADVISORY / PSA**

Nov. 25, 2009  
Cool Climate Oenology & Viticulture Institute  
Brock University  
905-688-5550 x4471

**News Editors:** Please consider the following item for a possible news story, public service announcement and/or community calendar item:

### **Open House at CCOVI**

Brock's Cool Climate Oenology & Viticulture Institute (CCOVI) invites campus and community members to an Open House at Inniskillin Hall on Tuesday, Dec. 1 to discover first hand some of the changes that have taken place over the past few years.

Not just a "science" Institute, CCOVI is involved in many aspects of the wine industry – including business management and marketing.

The Open House, which takes place from 10 a.m. to 12 noon, is part of the lineup of events as we continue a year of celebrating CCOVI's landmark achievements over the last decade.

The event will introduce nine newly appointed CCOVI Fellows and Professional Affiliates by Vice-President Research Liette Vasseur and CCOVI Director Debra Inglis.

There will also be the unveiling of a special gift donated to CCOVI by two famous Canadians. Guided tours of Inniskillin Hall, the Canadian Wine Library and our teaching winery will also be available.

Founded in 1996, CCOVI has established itself as a successful, internationally recognized research institute for the grape and wine industry. Originally focusing its studies in the sciences, CCOVI has since evolved to expand its research mandate to include wine business, wine tourism and wine culture. CCOVI advances the industry by focusing on research priorities of the Canadian grape and wine industry and the continuing educational needs and outreach services required by that community.

**Media are requested to confirm their attendance prior to the event. Photography from the event will be available upon request for media who are unable to attend.**

**For more info: Nathalie Dreifelds, Marketing and Communications Officer, CCOVI, Brock University, 905-688-5550 x4471; ndreifelds@brocku.ca**