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## **HOPE FOR HEARTS FOUNDATION PARTNERS WITH CELLAR ANGELS**

*Innovative wine marketer announces addition of Hope For Hearts as a supported charity*

**NEW YORK, NY** – February 21, 2012 – The Eric De La Cruz Hope For Hearts Foundation announced today a partnership with online wine marketing enterprise Cellar Angels. The Chicago-based company will feature the Foundation as a supported charity organization on its website, allowing consumers to choose to donate a portion of their purchase to the non-profit.

“Cellar Angels believes giving back to the community is just as important as discovering and tasting new, delicious wines,” states Martin Cody, President of Cellar Angels. “We are thrilled to join efforts with our newest charity partner, the Hope For Hearts Foundation, which wine lovers can now support through their purchase with Cellar Angels.”

Cellar Angels is an online wine buying club that offers great wines at discounted prices while donating 10 percent of net proceeds to a carefully selected list of charities (now including Hope For Hearts). Each week, Cellar Angels features an exclusive wine offer via email with detailed tasting notes, suggested food pairings, exclusive videos, and interviews with the owner or wine maker. Customers select their favorite charity from a short list as they complete each online purchase. Most wines offered by Cellar Angels are from family-run, boutique vineyards in the Napa and Sonoma areas of California, so quantities are limited. Member discounts on the featured wine can be as high as 55%.

“We’re excited and proud to be part of Cellar Angels’ enthusiastic community of members and customers,” noted Hope For Hearts Foundation founder Veronica De La Cruz. “Recent medical studies have shown that wine in moderation can be beneficial to your heart. By including Hope For Hearts among the charities which their customers can support through the simple act of buying a great bottle of wine, Cellar Angels is helping us spread our message while contributing financial support to many families in need as well. And to that, I raise my glass in gratitude and toast Cellar Angels and all the participants who will, in turn, help those in need of a heart.”

The Eric De La Cruz Hope For Hearts Foundation, a recognized non-profit organization founded in 2010 by television journalist De La Cruz, works to give heart transplant patients in need—and their families—access to education, advocacy and financial support so that they can receive the medical treatment and support they need to live a long and healthy life. The Foundation was named in honor of De La Cruz’s brother, Eric, who died while waiting for a heart transplant after being locked out of the insurance system due to a pre-existing condition.

The Hope For Hearts Foundation also helps raise awareness of heart health through educational campaigns and information provided via its website, [www.hopeforheartsfoundation.org](http://www.hopeforheartsfoundation.org), and social media platforms. In observance of February as American Heart Health Month, the Foundation is offering a “Tip-A-Day” on living a heart-healthy lifestyle.

If you would like to learn more about the Eric De La Cruz Hope For Hearts Foundation, please visit the organization’s website at [www.hopeforheartsfoundation.org](http://www.hopeforheartsfoundation.org). To join Cellar Angels and start supporting the heart transplant patients through the wine you choose, please visit [www.cellarangels.com](http://www.cellarangels.com).