



For Immediate Release:

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HAZLITT 1852 VINEYARDS 13TH ANNUAL SENECA SANTA CHARITY RAISES \$21,144 FOR THE REGION'S UNDERPRIVILEGED CHILDREN

Saturday December 12th, 2009

The 2009 Seneca Santa fundraiser event at Hazlitt 1852 Vineyards was an unprecedented success, generating \$21,144 to benefit the underprivileged children of Schuyler County. The event took place at Hazlitt Winery on Saturday afternoon from Noon until 5 with nearly 500 people attending. Local businesses and individuals offered donations of cash, as well as goods and services which were auctioned and raffled to generate money for the charity. The money raised was given to Seneca Santa of Schuyler County assuring that children in need will have gifts and a snack on Christmas morning.

“We decided not to push people with a specific monetary goal this year. In a year where many have faced difficult times with their business and personal finances, we are astounded by the final tally,” said Brad Phillips, Director of Marketing for Hazlitt’s. The selfless benevolence of these business owners and benefactors is remarkable,” added Phillips. “It’s a real testament to the power of hope and the spirit of our community”

**Seneca Santa, a not for profit corporation, was founded by a group of Watkins Glen businessmen in the 1940's to provide Christmas gifts for Schuyler County's underprivileged children birth to age twelve. In 2009 the organization will be serving over 400 children of families in the county. Seneca Santa will accept donations of money, hats, mittens, coloring books & crayons, family board games and children's books. Seneca Santa depends exclusively on community support to fund its charitable efforts. Monies raised are used to provide an age appropriate toy along with fruit, holiday snacks as well as the gifts previously mentioned. The event at Hazlitt's has raised over \$151,000 during its 13-year run. This year alone over \$20,000 was raised. For additional information contact the winery at 607-546-9463.*