

FOR IMMEDIATE RELEASE

Mutt Lynch Winery and Dog Art Today announce their 2nd annual Dog Art Label Contest.

Mutt Lynch Winery and Dog Art Today have announced that their 2nd annual Dog Art Label Contest commences March 15, with the winning dog art submission to be used by Mutt Lynch Winery on a limited release wine from its Sonoma County, California winery. The winning artwork and new wine will be unveiled at Mutt Lynch Winery's Dog Days of Summer Open House on August 14.

Dog Art Today's founder Moira McLaughlin and Mutt Lynch Winery owner/winemaker Brenda Lynch were both ecstatic about last year's results and eager to repeat the contest and limited release wine. In 2009, Dog Art Today received over 50 dog art submissions from across the country and abroad. The winning submission (LeeRoy Out Loud! by Kellie Oliphant-Burns) produced an outstanding label for Mutt Lynch's 2007 Meritage red wine.

In 2010, Mutt Lynch Winery will be donating 10% of the proceeds for all sales of this very special wine to the San Francisco SPCA. Brenda Lynch is very excited about this year's choice of animal rescue charity – "the SF SPCA was able to find homes for over 4,000 animals last year and is one of the leading rescue organizations in the country. Mutt Lynch is proud to assist the SF SPCA with donations from sales of this year's dog art wine."

Dog Art Today will be accepting submissions from March 15 to May 15 and conduct online voting from May 19 to 25, at <http://dreamdogsart.typepad.com/>. Moira and Brenda will then join forces with Mutt Lynch Winery's label designer Rae Huestis to judge the top 10 finalists to select the winner for this year's wine label. The winning artist will be announced on May 27. The winning artist will receive the first case of wine produced, signed by winemaker Brenda Lynch, and the winner's art will be profiled on Dog Art Today.

In the spirit of "all things dog", Brenda Lynch has decided that this year's red wine will be a "Muttitage" blend of her finest barrels of wine. According to Brenda, "some of the world's finest red wines are blends of several grape varietals. Producing a "Muttitage" blend allows me to create a truly unique Sonoma County red wine for the new label. Only 500 bottles of wine will be produced; it will retail for \$25 per bottle and will be available for sale at the winery and online at www.muttlynchwinery.com.

Dog Art Today and Mutt Lynch are also excited to welcome Bark Magazine, the nation's leading dog enthusiast magazine, as media partner for the 2010 program. With over 250,000 readers nationwide, Bark Magazine will help promote the program out to dog artists and wine enthusiasts across the country.

Moira McLaughlin launched Dog Art Today in March 2007, where she looks at the art world, past and present, through the subject of dogs. Dog Art Today is a blog devoted to daily dog art from around the world. Features include contemporary dog art, the history of dogs in art, dog art auctions, books, posters, fashion and decor.

Brenda Lynch has combined her love of winemaking and "all things dog" into Mutt Lynch Winery. In the past two years alone, Mutt Lynch has won over 100 medals from prestigious wine competitions, including 10 Gold medals and 1 Double Gold medal. In 2009, the winery supported over 50 nonprofit animal organizations and attended over 30 fundraising events. Over \$30,000 in donations resulted from Mutt Lynch efforts.

The San Francisco SPCA has worked tirelessly to make San Francisco the nation's safest city for homeless cats and dogs. As the organization originally behind the definition and philosophy of "no-kill," they have maintained a decades-old commitment to trying to find a home for every adoptable animal under their roof. The SF/SPCA has moved beyond its vision of saving healthy cats and dogs to also include rehabilitating thousands of sick and injured animals - and going beyond the borders of San Francisco to help animals that may otherwise face euthanasia because of pet overpopulation.

For information on the Dog Art Today art contest - submission guidelines and contest dates - go to <http://dreamdogsart.typepad.com/>.

For information on Mutt Lynch Winery, go to www.muttlynchwinery.com.

For information on The San Francisco SPCA, go to www.sfspca.org.

MEDIA CONTACTS:

Moira McLaughlin, Dog Art Today, mxaxm@sbcglobal.net

Chris Lynch, Mutt Lynch Winery, chris@muttlynchwinery.com

Tina Ahn, San Francisco SPCA, tahn@sfspca.org