



## Thank You to All of Our Patrons & Friends

Dear All,  
 We want to extend our sincere gratitude for your incredible support of and partnership in Come Over October. Thanks to your generosity and commitment, we've been able to connect people, encourage the sharing of exceptional wines, and celebrate the joy of family, friendships and connections which wine so uniquely creates. Your involvement has truly made a difference, and we deeply appreciate everything you've contributed to the success of this campaign.

We're excited to share that, with the participation of **our generous Patrons**, the campaign has raised **\$140,000**, along with an additional **\$100,000** in media value with **Wine Enthusiast, Wine Spectator, The Tasting Panel, SOMM Journal, Wine Business Monthly and Vine Pair** generously donating ad space to further expand our visibility. With the help of our Patrons and Friends, our message has generated **more than 1.7 billion press impressions**, an estimated **4.6 million impressions** on social media, and, through our retail partnerships with **Total Wine & More, Kroger, Gary's** and other top retailers, created an additional **10 million+ in-store impressions** across **1,000+ stores**. Major media outlets like **Market Watch, Forbes, Wine Business Monthly, Wine Industry Network**, and **The Washington Post** have featured our story. A special thanks to **Wine America** for hosting our reception for the **Congressional Wine Caucus** and to our official rideshare partner **Lyft** for helping spread the word.



If you haven't yet, take a moment to watch our Cheers Video — a tribute to all our supporters who made this campaign a success: [Watch the Cheers Video](#).

## What's next?

We're excited to keep the momentum going with our **upcoming Spring 2025 campaign** (more information to follow in the coming weeks).

We're forging international partnerships with like-minded organizations. We invite you to support one of our international partners, **VitaeVino**, an organization based in Brussels, with shared values in promoting the social benefits of wine and the joy of connection. You can show your support by signing their pledge [here](#).



## We value your feedback

Thank you once again for being part of this journey. Your support means the world to us, and we look forward to continuing this critical work together! Please take a few minutes to respond to this [survey](#) in order to help us reach even more consumers in 2025.

Cheers!

Karen MacNeil, Kimberly Noelle Charles and Gino Colangelo