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Colby Red Wine and The Children's Heart Foundation (CHF) Announce Expansion of Partnership

Together, they continue to fight congenital heart defects (CHD) through research and awareness efforts

Lincolnshire, IL (March 31, 2016) – Colby Groom was born with a congenital heart defect (CHD). He is one of the 40,000 babies born each year with a CHD. Before his 10th birthday, Colby underwent two open-heart surgeries.

Even at a young age, Colby knew he wanted to help other kids like him. A couple of years after his surgeries, Colby asked his father, "Dad, do you think you and I could make a wine?" Colby's wish was to donate the proceeds to charity so other kids would not have to go through the surgeries and struggles he did. With the help of his father, Daryl Groom, a world recognized winemaker, the Colby Red Wine brand was born.

"As is quite common after open-heart surgery, Colby struggled, both physically and mentally, to regain his sense of health and well-being," Daryl Groom said. "We decided, as a family, to become volunteers and advocates for children's heart health. By doing so, we not only helped others but Colby realized that he could make a difference for other kids".

Last year Colby Red Wine and CHF announced that they were joining forces to fight CHDs! Throughout the yearlong partnership, Colby - now age 18 - worked with CHF as a national spokesperson, shared his story and enlisted support online and at various CHF events across the country. Colby Red Wine also provided CHF \$20,000 in cash and in-kind donations. Check out his video check presentation [here](#).

CHDs are the most common birth defect and the leading cause of death of infants with birth defects in the U.S. Thanks to advancements made through research more infants with CHDs survive to adulthood - like Colby. But, despite the progress made in understanding and treating CHDs, more work is needed to determine the cause and best treatment options. Collaborations like the one between the Colby Red Wine and the CHF are vital to the continuation of these advancements and increased awareness.

To further their commitment for much-needed congenital heart defect (CHD) research and awareness, Colby Red Wine and CHF have decided to expand their partnership. Colby Red Wine has committed a minimum of \$20,000 in cash and in-kind donations directly to CHF during this calendar year.

“The Children’s Heart Foundation is proud to extend our partnership with the Groom family and Colby Red Wine as we bring continued awareness to congenital heart defects,” stated William Foley, Executive Director of The Children’s Heart Foundation.

Today, Colby Red Wine is one of the largest cause-marketing wine brands in the U.S., donating over \$800,000 to heart health charities across the nation over the last six years. But, they are not done yet. Colby Red Wine has set a goal of contributing \$1,000,000 to heart health charities across the nation. As Colby says, research and awareness is crucial so “no kid ever has to go through what I went through”.

Help Colby reach his goal by asking your favorite local retailers and restaurants to support Colby Red Wine.

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About The Children’s Heart Foundation

Established by Betsy Peterson in 1996, The Children’s Heart Foundation (CHF) is the country’s leading national organization solely committed to congenital heart research funding. Since 1996, CHF has independently funded 67 research projects with nearly \$8 million. In addition, CHF and the American Heart Association have collaboratively funded seven research projects with nearly \$800,000 through the Congenital Heart Defect Research Awards, bringing CHF’s total amount funded to over \$8.4 million. CHF is a national 501(c)(3) tax-exempt charitable organization, whose mission is to fund the most promising research to advance the diagnosis, treatment and prevention of congenital heart defects. For more information, please visit: www.childrensheartfoundation.org. Follow us on [Facebook](#) and [Twitter](#).

About Colby Red Wine

The Daryl Groom family, founders of the [Colby Red](#) wine brand, one of the largest cause-marketing wine brands in the U.S. has donated over \$800,000.00 to heart health charities across the nation. Colby Red is the brain child of Colby Groom who had two open-heart surgeries before his 10th birthday. He set out to make wine with his legendary winemaker father, Daryl Groom intending to donate profits from the wine sold. Now 18, Colby along with his Dad see their wine in retail shops and restaurants all over the nation, in Canada and most recently Japan. The wine a flavorful red blend of popular red grape varieties is reasonably priced. In December 2013, Colby Red joined forces with [Truett-Hurst Inc.](#), one of wine industry’s most innovative companies, to provide distribution and marketing for this fast growing brand.

Truett-Hurst, Inc. (NASDAQ: THST, www.truetthurstinc.com) is a holding company and its sole asset is the controlling equity interest in H.D.D. LLC., an innovative and fast-growing super-premium, ultra-premium and luxury wine sales, marketing and production company based in the acclaimed Dry Creek and Russian River Valleys of Sonoma County, California. Truett-Hurst, Inc. is an "emerging growth company" as defined in the JOBS Act. Truett-Hurst, Inc. is headquartered in Healdsburg, California.