

PRESS RELEASE



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BB&T CHARLESTON FOOD + WINE FESTIVAL ANNOUNCES THE MUSC CHILDREN'S HOSPITAL AS THEIR SIGNATURE CHARITY FOR 2009

Fill the Glass campaign, the initiative behind the efforts to raise money, began starting August 28, 2008 and runs through the Festival weekend, March 8, 2009.

CHARLESTON, SC—September 10, 2008—The fourth annual **BB&T Charleston Food + Wine Festival, scheduled for March 5-8, 2009**, announces that the MUSC Children's Hospital will be the signature charity this year. The Festival has partnered with MUSC to raise money for diabetes research and healthy living programs, such as the Lean Team, with a "Fill the Glass" campaign.

The campaign will soon measure, on the Festival's website, the efforts to raise charitable donations throughout the seven months leading up to the Festival. There are several different ways that ticket holders and Charlestonians can help the Festival with their goal to raise \$50,000.

- Click the "donate now" button on our site and donate directly to our MUSC Children's Hospital fund- coming soon!
- Join us for BB&T's Flay Down South Charity Luncheon, hosted by Bobby Flay on Friday, March 5, 2009 from 12:00-2:00PM. \$25 of the ticket price goes directly to MUSC Children's Hospital
- Join us for our Live Charity Auction on Friday, March 5, 2009 from 2:30-3:30PM
- When attending our signature events throughout the weekend visit our auction tables and bid on unique trips and wine
- Purchase your tickets now!

"Each year the Festival strives to raise more money for the charities we support and we couldn't think of a worthier cause for the Festival than the MUSC Children's Hospital," said Angel Postell, Executive Director. Last year the Festival raised an estimated \$30,000 for all of their charities combined. This year the Festival hopes to raise \$50,000 for the MUSC Children's Hospital plus continue their efforts with their selected culinary-related initiatives.

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Going into the fourth year the Festival is in a healthy financial position to be able to give back to the local community. “We are honored to be partnering with such an outstanding organization. We look forward with great anticipation to a strong and lasting relationship. MUSC Children’s Hospital is grateful for this opportunity,” said Wanda Bazemore, Director of Major Events for MUSC Children’s Hospital Fund.

The fourth annual BB&T Charleston Food + Wine Festival, scheduled for March 5-8, 2009, combines the city’s best gastronomic experiences into one delicious weekend. Guests will have the opportunity to indulge in the unique flavors of the Lowcountry while tasting the epicurean delights of the country’s best chefs, authors and wine professionals.