



Winery & Grower Alliance of Ontario appoints Niagara Business Leader Patrick Gedge to President and CEO

NIAGARA, July 19, 2010 – The Winery & Grower Alliance of Ontario (WGAO) today announced the appointment of Niagara business leader Patrick Gedge to President and CEO, WGAO, effective August 20, 2010.

Gedge joins the Alliance from the Niagara Economic Development Corporation and Tourism Niagara where as CEO he led the development of Niagara's Economic Growth Strategy. A seasoned government relations professional at the municipal, provincial and federal levels, Gedge also brings an impressive track record in international marketing and industry partnerships to the organization.

According to Anthony Bristow, Chair, WGAO, the organization was delighted to be able to attract such a high profile business leader who also had specific knowledge about the Niagara economy and region. "The combination of great leadership skills and deep understanding of the agriculture community in Niagara will be key in taking our growing organization to the next level," said Bristow. "We are extremely pleased to have Patrick join us to take on this challenge."

"I look forward to contributing to the development of this new and important industry association" said Gedge. "It is a fantastic opportunity and I look forward to working with all of the industry partners to help build a long term sustainable and successful Ontario grape and wine industry," he added.

About WGAO

The WGAO was established in December 2009 as an alliance of wineries and grape growers in the Province of Ontario. The organization represents over 90% of all domestic wine produced in Ontario including both Ontario Vintner Quality Alliance (VQA) and International-Canadian blended wines. The WGAO members purchase, produce and process over 70% of all contracted grapes in Ontario and contribute over \$400 million in economic activity to the Province.

For more information:

Anthony Bristow
WGAO
(905) 643-4131, ext. 2232

Patrick Gedge
(905) 321-0528