

For Immediate Release

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Fundraiser is Banking on Support for Early Literacy at Holiday Wine Tasting
Cujak's Wine Market donating proceeds to FDL Public Library's early literacy program

FOND DU LAC, WI—The wine at this event won't be served from a cellar: You'll find it in the vault. Fox Valley Savings Bank is opening its doors to host the annual Cujack's Wine Market Holiday Wine Tasting on Nov. 9 from 5-7 p.m. Proceeds from the fundraiser will support the "1,000 Books Before Kindergarten" early literacy program at the adjacent Fond du Lac Public Library.

The event will feature 12 wine-tasting tables throughout both floors of the bank. Each tasting table will hold a broad selection of wines from across the globe, including red, white, dry, sweet, dessert and port wines, supplied by Cujak's Wine Market. After sampling, attendees are invited to place orders for their favorite wines. Event participants will receive a Riedel wineglass, made by the renowned Austrian glassmakers, to use for sampling and then take home.

"We are longtime members of the downtown community, and excited to collaborate with two other downtown residents," said Kirsten Quam, assistant director of marketing at Fox Valley Savings Bank. "This event offers a social opportunity for people to gather to sample and enjoy wine, and to then order favorites—especially with upcoming holiday celebrations in mind—while supporting a worthwhile local cause."

Fox Valley Savings Bank will provide patrons with scratch-off tickets; winners will be able to select a bottle of wine from the evening's assortment to pick up later at Cujack's Wine Market on Main Street.

Along with hors d'oeuvres, samples of goat cheeses from LaClare Farms located in Town of Calumet and of chocolates from Indulgence Chocolatiers of Milwaukee will be served. The cheeses and chocolates will also be available for purchase. Against a background of live guitar music, artwork and gift certificates for purchase from RiverWalk Art Center will provide additional atmosphere, and attendees can purchase raffle tickets to win several rare and collectible books from the library's BookCellar.

“Reading is so important for children: It’s the best way to become a life-long learner,” said Sara Cujack of her decision to help fund the “1,000 Books Before Kindergarten” program. “It makes sense to foster reading, and then great students, in our community.”

While this is the first time the bank is hosting the after-hours event, Cujack has coordinated similar fund-raising events in town for five years. This is the third consecutive year that proceeds from the event will fund the Fond du Lac Public Library’s literacy program for young children. Cujack has already donated more than \$6,000 in support of the program.

“The library deeply appreciates the generosity shown by Sara every year,” said Fond du Lac Public Library Director Jon Mark Bolthouse. “The impact of this financial gift extends much farther than keeping our ‘1,000 Books Before Kindergarten’ program going. Statistics show that when children are exposed to reading at a very young age, they’re much more likely to do better in school, attend college, and generally are more successful in life. The children we’ve reached so far will most likely become lifetime readers, which means this donation resonates through many lives in our community.”

Tickets for the Holiday Wine Tasting are \$30 in advance, and \$40 after Nov. 5. Tickets can be purchased at Cujack’s Wine Market, 47 N. Main St.; The Fond du Lac Public Library, 32 Sheboygan St.; and Fox Valley Savings Bank, 51 E. First St.

More than 100 families have completed the “1,000 Books Before Kindergarten” program, and another 302 children are actively enrolled. The Fond du Lac Public Library’s early literacy program encourages parents to make time for reading to their children, an essential building block of learning. The free program helps parents keep track of reading and provides incentives to keep families motivated through the child’s preschool years. When finished, each child receives a bookplate with name and photo, which is placed in a Children’s Collection book, and is invited to a special celebration hosted by Browser, the library’s mascot.