



## Dog House Wine Lends a Paw to Charity

**Company remodels Dog House line, benefits Guide Dogs for the Blind.**

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Dog House wines recently re-launched its line of California premium wines with a new take on its canine-inspired label and support for Guide Dogs for the Blind.

Since 2005 when Dog House first pledged support for Guide Dogs for the Blind, a charitable organization that provides free guide dogs and training to the blind and visually impaired, more than \$214,000 has been donated to directly fund their efforts.

Ryan Kukol, associate brand manager, said that through the sales of the White Rocket Wine Company's Dog House wines, the programs for the blind are better able to improve the lives of thousands of people afflicted by blindness. "Our pet cause at Dog House," he said, "is raising money for Guide Dogs for the Blind, whose programs greatly enhance the mobility and quality of life of the blind and visually impaired."

The updated label features a playful illustration of a dog sitting outside a doghouse. Shipping of the new Dog House line began in June.