



ASSOCIATION  
OF ZOOS &  
AQUARIUMS



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**FOR IMMEDIATE RELEASE**

**Association of Zoos and Aquariums Launches  
Wines to Benefit Endangered Species**  
*Drink Wine. Save Animals. Stay Wild.*

**Silver Spring, MD** (May 17, 2019) [Wildlife Wine Club](#), in partnership with the Association of Zoos and Aquariums ([AZA](#)) announces the release of their new wine series designed to support AZA SAFE: Saving Animals From Extinction®. Launching on Endangered Species Day (May 17, 2019), the wines feature animals threatened with extinction. 100% of AZA's net proceeds support [SAFE](#) conservation programs and animal welfare worldwide. The first two wines released feature a stunning Sea Turtle design as well as a regal African Lion.

Inspired by AZA and its members' determination to save species at risk of extinction, AZA-accredited zoos and aquariums work together with partners like the Wildlife Wine Club to advance the recovery of wildlife worldwide. SAFE species programs combine the power of zoo and aquarium visitors with the resources and collective expertise of AZA members and partners to save animals from extinction.

The first two releases, the African Lion Cabernet Sauvignon and Sea Turtle Monterey Chardonnay, feature endangered species that need protection now. Lovers of animals and advocates for endangered species can purchase these wines at [Wildlifewineclub.org](#) and 100% of AZA's net proceeds will fund projects to protect SAFE species. The wines retail for \$29.95 and will be available this year for purchase online through AZA-accredited zoos and aquariums nationwide. Wildlife Wine Club will periodically release new bottles that feature other endangered wildlife, such as black rhinos, orangutans, Asian elephants, sharks and rays, or giraffes. Each release will support SAFE conservation and research projects.

"We are excited to partner with Wildlife Wine Club to support SAFE species and conservation projects with our first wine releases of Sea Turtle Chardonnay and African Lion Cabernet Sauvignon," said Dan Ashe, President and CEO of AZA. "We are always looking for ways to help people help us save species. Now people can enjoy great wines, support SAFE species, and learn about what AZA members are doing to help save animals from extinction."

Sea turtles are ancient and majestic creatures that have thrived in our oceans for over 110 million years. A healthy sea turtle can live to be 80 years old. Sadly, many die prematurely from human-caused threats. Entanglement in debris, habitat disruption from coastal development, and changing sea conditions resulting from climate change are growing dangers. Each year, more than 50 AZA-accredited aquariums and zoos spend between \$3 and \$4 million to conserve sea turtles.

The Sea Turtle Monterey Chardonnay was fermented in barrel with 100% malolactic and is rich and decadent. Honeysuckle, tropical fruits, and ripe pear integrate with toasted oak and vanilla on the nose. The pallet is opulent, satiny, with peaches, orange marmalade, and the perfect amount of butter.

Powerful, regal and a quintessential symbol of Africa, the African lion (*Panthera Leo*) is a magnificent carnivore. Tragically, over the past 25 years, African lion populations have been cut nearly in half due to habitat destruction, loss of prey, and illegal hunting. With estimated numbers of 20,000 currently in the wild, the risk of extinction is dire.

The African Lion Cabernet Sauvignon made in 100% American Oak integrates on the nose with blueberries, dark plum, and blackberries. Bold, sweet tannins hold up a velvety mouthfeel, leading to a juicy finish with dark cherries, violets and baking spice – this Cab is KING.

“We are thrilled to be working with the AZA and supporting SAFE. Our entire team is excited about the idea of giving something back to a great cause. We hope to develop a suite of wines that are the perfect complement for people who care about saving endangered species and supporting conservation efforts around the world,” said Howard Jackowitz, Co-Founder of Wines That Rock.

### [About AZA](#)

Founded in 1924, the Association of Zoos and Aquariums is a nonprofit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, animal welfare, education, science, and recreation. AZA is the accrediting body for the top zoos and aquariums in the United States and 10 other countries. Look for the AZA accreditation logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. The AZA is a leader in saving species and your link to helping animals all over the world. To learn more, visit [www.aza.org](http://www.aza.org).

### [About SAFE](#)

AZA SAFE: Saving Animals From Extinction® focuses the collective expertise within AZA-accredited zoos and aquariums and leverages their massive audiences to save species. AZA member organizations are working together and alongside their partners to help save animals from extinction. Learn more about our SAFE species at [www.aza.org/aza-safe](http://www.aza.org/aza-safe).

## [Wines That Rock, LLC](#)

The founders of Wines That Rock, LLC have been at the forefront of bringing pop culture to fans for decades. Originally born out of a passion for music and wine, Wines That Rock launched its namesake collection of classic wines influenced by the spirit of Rock 'n' Roll. Further bridging the gap between the arts and wine, Wines That Rock launched the highly acclaimed Fifty Shades of Grey Wine, The Bachelor Wines and Downton Abbey Wine collections. Working together with brand owners such as NBC Universal, The Rolling Stones, NPR, TCM, Discovery and many others, Wines That Rock specializes in bringing new and exciting wines and wine clubs to market. With over 35 years of Rock 'n' Roll experience, Wines That Rock promotes, produces and markets their one of a kind wines to a global marketplace.