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CONTACT: Lee Hodo
Lee hodo@att.net / 707-332-0857

TOAD HOLLOW®

V I N E Y A R D S

Day of Encouragement at Toad Hollow Tasting Room

A pairing of wine & a kind word!
#THEncouragement - # THappyWord

Healdsburg, CA. (January, 2015)

January 26th is a date that normally doesn't conjure any holidays or famous birthdays. But at the Toad Hollow tasting room, we make it a big deal! That's because that date is recognized by some as "Toad Hollow Day of Encouragement" - No kidding!

On Tuesday, January 26th, Toad Hollow's tasting room staff in Healdsburg, CA will get in the spirit by offering messages of encouragement for whomever walks in the tasting room, or "Hollow" during business hours. No fanfare, no food pairings, no band, just messages of encouragement and the tasting fee waived.

Guests will pick from dozens of messages that are meant to make them feel better. Who can't use some encouragement when life can be unpleasant at times? The staff at Toad Hollow will urge customers to pay-it-forward by writing their own staff messages of encouragement to be left behind for someone else. A tasting of Toad Hollow's Rosé, Chardonnay, Merlot or Cabernet is enough to put a smile on your face, but pairing wine with a note of encouragement makes the experience all the more tasty.

Toad Hollow Day of Encouragement is actually rooted in a 1800s-era school house located in Kalamazoo, Michigan. Allegedly, a storyteller, Ralph C. Morrison, fell in love with the name of the school (apparently named, Toad Hollow) and from there created stories featuring this mystical place. When people would inquire as to where Toad Hollow actually was, he would reply that it could not be found on a map, only 'in your heart'. Originally established as a day to connect with others through the heart, it stresses the importance of sharing a kind word.

Join us for a good word at the Tasting room located at 409 Healdsburg Ave., Healdsburg in Sonoma County or post your own message of encouragement on our Toad Hollow Facebook page or Tweet yours using #THEncouragement and #THappyWord.

