



**Media Release**  
**For Immediate Release**  
**Dec. 8, 2010**

## **Kelowna Chamber Supports FreeMyGrapes Campaign**

The Alliance of Canadian Wine Consumers (ACWC) has launched a website called FreeMyGrapes.ca to promote their grassroots campaign aimed at making it legal for Canadians to buy and move Canadian wine across provincial borders.

The Kelowna Chamber supports this grassroots movement and encourages members to visit the website (FreeMyGrapes.ca), which provides wine drinkers and free trade supporters a petition and sample letters/emails that can be sent to their federal and provincial elected officials letting them know the time has come for change.

Under the current federal Importation of Intoxicating Liquors Act, which was established in 1928, and the coordinating provincial laws that flow from it, it is illegal to direct deliver alcohol across provincial borders in Canada to an individual or to a business not affiliated or representing a province's liquor board or approved seller.

Since 2008, the Kelowna Chamber of Commerce has been calling for the removal of these inter-provincial trade barriers to the sales of 100% Canadian wine. The Kelowna Chamber will continue to work with stakeholders and meet with key government officials to open up new markets for Okanagan wines.

The Kelowna Chamber of Commerce is the largest Chamber outside of the Lower Mainland. Focusing on connection, value, and influence for its members the Chamber pro-actively works with all levels of government to reduce barriers to the Okanagan economy.

**For more information, call:**

**Weldon LeBlanc, CEO**

Kelowna Chamber of Commerce

(250) 469-7356 (direct)

(250) 470-3407 (cell)

[weldon@kelownachamber.org](mailto:weldon@kelownachamber.org)

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