



FOR IMMEDIATE RELEASE

Media Contact: Mónica Salvo  
Communications Manager, NESST  
Tel: +56-2 222-5190, [msalvo@nesst.org](mailto:msalvo@nesst.org)

**NESST and Wines of Chile Coordinate Efforts to Aid Earthquake Victims**  
*Levantando Chile Fund to Benefit Residents in the Wine-Producing Areas  
Hit Hard by Earthquake and Aftershocks*

(Santiago)—NESST, a nonprofit organization founded in Chile in 1999, and **Wines of Chile** (WoC), the Chilean wine industry Trade Association committed to promoting Chilean wines around the world, announce an initiative to raise funds to assist families living in Chile's wine regions. Through NESST's "**Levantando Chile Fund**," established in the wake of Chile's devastating earthquake, WoC and NESST will channel funds to on-the-ground Chilean organizations working in the affected communities. An emphasis will be placed on providing support to vineyard workers to rebuild their lives, homes and livelihoods.

In a global effort spearheaded by Chile's wine industry, NESST will work with WoC's offices and representatives in Santiago, New York and London to raise funds through wineries, importers, distributors, customers and others. The focus will be on online promotions, wine tastings, and other industry events in Chile, the U.S. and the U.K. The wine industry is a key element in Chile's economy—wine is one of the country's top five exports—and therefore well positioned to contribute to vital reconstruction efforts and rebuilding Chile's economy.

Juan Somavia, Managing Director of WoC, says, "Chile's wine producing areas were hit hard by the devastating earthquake and aftershocks, and Wines of Chile recognizes the immediate needs of Chileans who live and work in these regions. We decided to work through the Levantando Chile Fund since **NESST** is one of the most respected and established organizations in Chile. NESST, though based in Chile, is also a registered nonprofit in the U.S. and the U.K., countries where Wines of Chile has an established network of offices, customers and distributors who are eager to support the reconstruction efforts in Chile."

To learn more about the **Levantando Chile Fund** and about making donations from Chile, the United Kingdom and the USA, visit: [www.levantandochile.org](http://www.levantandochile.org).

*[continues]*

**About NESsT:**

Founded in Chile in 1999 by U.S. and Chilean Social Entrepreneurs Lee Davis and Nicole Etchart, NESsT has provided capital and mentoring to over 2000 social enterprises, transforming thousands of lives and demonstrating entrepreneurial solutions to critical social problems across Latin America and Central Europe. [www.nesst.org](http://www.nesst.org)

**About Wines of Chile**

Wines of Chile is the promotional arm of Vinos de Chile ([www.vinosdechile.cl](http://www.vinosdechile.cl)), the Trade Organization that represents the Chilean wine industry, with 95 member wineries representing 95% of Chilean wine exports. The organization is committed to promoting the quality and image of Chilean wine throughout the world. It has offices in Santiago, London, and New York, as well as representatives in Canada, Ireland, and Denmark. WoC also works closely with ProChile to develop and offer promotional and educational programs in Asia, Latin America and Europe. [www.winesofchile.org](http://www.winesofchile.org)

To communicate with the Wines of Chile representative in your area, please contact:

Lori Tieszen Executive Director <b>Wines of Chile USA</b> Tel: +1-212-219-9350 <a href="mailto:ltieszen@winesofchileusa.com">ltieszen@winesofchileusa.com</a>	Michael Cox Executive Director <b>Wines of Chile UK</b> Tel: +44-1344872229 <a href="mailto:michael@winesofchile.org.uk">michael@winesofchile.org.uk</a>	Juan Somavia Managing Director <b>Wines of Chile</b> Tel: +562-218 0600 <a href="mailto:jsomavia@winesofchile.org">jsomavia@winesofchile.org</a>
---	--	--