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close to the Stars, close to the Earth...

"Unsustainable agriculture practice represents one of the areatest threats to the natural world of our generation". David Nussbaum, Chief Executive World Wildlife Fund UK

# FOR IMMEDIATE MEDIA RELEASE

## Cælestis in aid of WWF

Cælestis - a French non-profit-making charitable and educational voluntary association is the only association that raises funds regularly in aid of WWF with the support of celebrities at an international level and draws public attention to the environmental impact of production and consumption (of wine in particular)

The first non-commercial brand 'Cælestis' created in 2011 among the prestigious Bordeaux Grand Crus Classés and **dedicated entirely to WWF** is auctioned with art and other environmentally friendly luxury products worldwide.

100% proceeds from Cælestis charity auctions go directly to WWF.

Cælestis means in Latin Celestial (Céleste - in French, Celeste - in Spanish, Italian) and symbolises the importance of the heavens which helps us to formulate our point of view (from the Earth) on everything which surrounds us.

Art & Wine Auction in aid of WWF

Close to the Stars..., close to the Earth... Each time a different celebrity autographs the original specially designed wine label. Also, Cælestis is signed by its renowned producer and oenologist Alain Moueix.

Cælestis biodynamic wine originates from the prestigious Château Fonroque Saint-Emilion Grand Cru Classé.

This fine wine remains a true rarity because among a total of 176 Bordeaux Grands Crus Classés (Classified Growths), there are only 3 biodynamic certified Grands Crus Classés wines (barely 2.27% are organic).

Cælestis is not sold in shops and only a few bottles to share between three continents are auctioned each year, making Cælestis one of the rarest wines in the world.



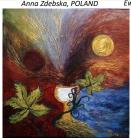
### LATEST NEWS

Peter Doig's watercolour commissioned by Cælestis for WWF was sold in London for a stunning amount of £40 000! This original artwork showing a vision of the moon in relation to Cælestis biodynamic wine was kindly donated by this renowned contemporary artist. All funds raised went directly to WWF in: UK, France, Portugal, Poland, Canada, USA, China and

**Hong Kong** Cælestis Saint-Emilion Grand Cru Classé biodynamic wine vintage 2011 (from the prestigious Château Fonroque) with the superb label by Peter Doig paired with lively works (on the theme 'vineyard, grapes and wine') donated by **upcoming artists from various countries** was kindly auctioned by McTear's

> Auctioneers in Glasgow. With these donations we raised additional £710 for WWF.











Mr. Li LI, CHINA

Close to the stars... Shining as new stars, the artwork by upcoming artists led by the master Peter Doig in an extraordinary artistic journey through the world vineyards, accompanied by the wonderful **music** of 'Cælestis Impromptu' composed and donated **by the Oscar**winning composer Jan A.P. Kaczmarek is shown in a video freely accessible on Cælestis internet site: http://www.caelestis-bio.com/japk-music.html





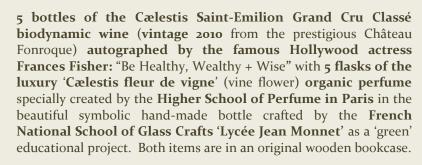
close to the Stars, close to the Earth...

# Wine & Perfume Auction in aid of WWF

# izelestis:



- £730 for WWF UK with Dreweatts & Bloomsbury Auctions and Bid For Wine in London
- \$1125 for WWF USA in New York



\*The very original Cælestis wine label symbolizes the link between the heart of this biodynamic wine and the cosmos which has influenced its creation. Visit Cælestis internet site to learn more.



Cælestis 2012 - the first charity auctions raised:

- £825 for WWF UK with Dreweatts & Bloomsbury Auctions and Bid For Wine in London
- \$1500 for WWF USA in New York

Wine & Poster Auction in aid of WWF •



5 beautiful **WWF posters** (signed by the CEO WWF UK David Nussbaum) with 5 bottles of the **Cælestis Saint-Emilion Grand Cru Classé biodynamic wine vintage 2009** from the prestigious Château Fonroque) **autographed by the Oscar-winning composer** ('Finding Neverland') **Jan A.P. Kaczmarek\*:** "*Pure wine brings great inspiration to my music*". Both items are presented in an original wooden bookcase.

\*(Jan A.P. Kaczmarek is also the founder of the "Transatlantyk" International Film & Music Festival in Poland).











Attention: Unfortunately tiger bones are still used in wine in Asia!





