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W.I.N.O.S.[™] Launches New Membership Program

Blowing Rock, NC – Bonnie Jesseph has met a few W.I.N.O.S.[™] in her days. As the founder and C.E.O. of W.I.N.O.S.[™] (Women In Need of Sanity), a company that markets and distributes humorous wine-themed cookbooks, partyware, accessories and apparel, she travels the country promoting her products and meets women who have become raving fans.

“Whenever we have a booth at a wine festival or at a merchandise mart, women take one look at the woman diving into a wine glass and say, ‘Sign me up!’”, said Jesseph. “That’s when the lightbulb went off and I thought ‘We *do* need a club for these women’. About the same time, I was approached by a group of women in Chicago who wanted to set up the first chapter.”

New social societies have grown in popularity in recent years as women look to redefine their lives and place a larger emphasis on the importance of their friendships and connections with other women. The purpose of the W.I.N.O.S. Buddies[™] program is to bring together women of all ages and backgrounds who share a common interest in wine, cooking and camaraderie with an emphasis on giving back to their communities. “The discernible difference with W.I.N.O.S. is the philanthropic component in which we use the tag line, ‘*Making a difference with every sip[™]*,’” said Jesseph.

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Women can join W.I.N.O.S. Buddies through the website and establish a chapter in their own city. Members receive special discounts, monthly newsletters, access to chapter meetings and programs and the ability to give back to a charitable organization of their chapter's choosing. A special W.I.N.O.S. Buddies cruise is planned for Spring 2009, which will provide social networking opportunities for all chapters as well as special programs on wine education and cooking demonstrations.

"I'm very excited about the launch of W.I.N.O.S. Buddies program," said Jesseph. "I'm living my dream and the best part is all the women I get to meet and the friendships I've made. With W.I.N.O.S. Buddies, I want to help create a space where women who share a passion for wine, good food and friendship can come together to have fun and give back to the communities which have been so good to us."

About W.I.N.O.S.™

Headquartered in Blowing Rock, North Carolina, W.I.N.O.S.™ (Women In Need of Sanity) is all about cooking, eating, laughing, enjoying wine, friends, family and most of all – having fun. The company manufactures and markets cookbooks, apparel and accessories with a sense of humor. W.I.N.O.S. operates with a high set of standards, a sense of purpose and the desire to give back with a portion of the profits dedicated to the prevention of breast cancer, heart disease and the prevention of domestic abuse. The W.I.N.O.S. Buddies™ is a social membership program with chapters being established across the country. To learn more about the company, please visit www.winoshavefun.com.

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