

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

2010 STUDENT GRANT RECIPIENTS ANNOUNCED BY THE GREAT WINE CAPITALS GLOBAL NETWORK

(**Bordeaux, June 2, 2010**) – Daisy Dawson of Lincoln University in Christchurch, New Zealand and Bernardo Conticelli of the Università degli Studi di Firenze in Florence, Italy are the 2010 recipients of the student grants offered by the Great Wine Capitals Global Network.

26 applicants from the Great Wine Capitals member cities presented academic research projects in the fields of wine marketing and wine tourism which were evaluated by a jury made up of the education and research committee of the Network.

Dawson's project is "Place-based marketing and cross-branding for wine tourism: a supply-side analysis of opportunities and challenges in the South Island of New Zealand". Conticelli's research studies "The impact of the internet on the wine sector – new strategies for wine marketing in the Province of Florence".

Both studies will be of great value as their results can be applied to all the wine regions of the Great Wine Capitals.

Dawson and Conticelli will receive stipends of 4.500 euros as well as 500 euros to help cover travel expenses to the annual general meeting of the Great Wine Capitals Global Network in Christchurch, New Zealand where they will present their final projects.

About the Great Wine Capitals Global Network

The Great Wine Capitals (GWC) is a Network of nine major global cities in both the northern and southern hemispheres which share a key economic and cultural asset: their internationally renowned wine regions.

It exists to encourage travel, education and business exchanges between the internationally renowned cities of Bilbao/Rioja, Bordeaux, Cape Town, Christchurch/South Island, Florence, Mainz/Rheinhessen, Mendoza, Porto and San Francisco/Napa Valley.

Among the Network's programs are the 'Best Of' wine tourism awards and the Great Wine Capitals Student Grants.

For further information about the Great Wine Capitals Global Network, follow this link:
<http://www.greatwinecapitals.com>

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