



NEWS

For Immediate Release:

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**ALL-STAR YANKEE CATCHER JORGE POSADA AND LAURA POSADA
CREATE CINCO ANILLOS (FIVE RINGS) BRAND
TO BENEFIT THE JORGE POSADA FOUNDATION**

All-Star Yankee Catcher Jorge Posada and his wife Laura have always devoted themselves to various philanthropic efforts. Years ago the Posada's established The Jorge Posada Foundation, a non-profit organization after their son, Jorge Luis, was diagnosed with Craniosynostosis when he was just ten days old.

The Jorge Posada Foundation provides support to families and children who are affected by the medical condition of Craniosynostosis, a birth defect that causes an abnormally shaped skull. The Foundation is dedicated to creating greater public awareness, outreach and education about the importance of early diagnosis and available treatment for Craniosynostosis.

The Posada's have created the Cinco Anillos brand which means "Five Rings" in Spanish. It is a specialty brand trademarked by Jorge and Laura Posada, which symbolizes the five World Series rings earned and achieved by Jorge Posada as an All-Star catcher and one of "the core four players" for the New York Yankees. Various products will be created and developed under the Cinco Anillos brand with a portion of the proceeds going to the Jorge Posada Foundation.

"Both Laura and I have always had an interest in fine wines and it seemed a natural outgrowth for us to have a highly specialized sangria wine as the first product under the Cinco Anillos brand," said Jorge Posada. "We thought this would be a good fit for us as we had an opportunity to create a specialty branded wine."

New York

The Jorge Posada Foundation
27 W. 20th Street, 9th Floor
New York, NY 10010

Puerto Rico

The Jorge Posada Foundation
PMB 226, 400 Calle Calaf
San Juan, Puerto Rico 00918

www.jorgeposadafoundation.org

The sangria is priced to be affordable; under \$10 a bottle and can be enjoyed by itself or with fruit. It is bursting with the sun drenched flavors of a hot Spanish summer; the Sangria is a refreshing blend of red wine, citrus fruit flavors, and a special spice extract. Add sliced peaches, apples, and oranges or other fruits for a delicious aperitif or as a perfect pair with grilled meat. It should be served well chilled.

The sangria can be enjoyed by individuals and families alike at gatherings and special holiday events. The wine can be used everyday or as a unique wine served at special events.

“We see Cinco Anillos as a wonderful opportunity to raise additional funds for our Foundation and programs,” said Laura Posada who heads the day-to-day operations of the Foundation. “This additional funding will go to benefit our Mentorship Network as well as the support of medical centers around the country who are working with families that have been affected by craniosynostosis and educating the public and healthcare professionals about craniosynostosis.”

For more information on the work of our Foundation visit our website at www.jorgeposadafoudation.org.”

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Jorge Posada Foundation

The Jorge Posada Foundation is a non-profit organization established by the New York Yankees' All-Star Catcher, Jorge Posada and his wife, Laura. Their son, Jorge Luis, was diagnosed with Craniosynostosis when he was just ten days old. The Jorge Posada Foundation provides support to families whose child is affected by Craniosynostosis, a congenital or birth defect that causes an abnormally shaped skull. www.jorgeposadafoudation.org

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