



Connecting People and Parks and Conserving the Emerald Necklace

BACK BAY FENS • RIVERWAY • OLMSTED PARK • JAMAICA POND • ARNOLD ARBORETUM • FRANKLIN PARK

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**FOR IMMEDIATE RELEASE:**

**Boston Magazine and 90+ Cellars Collaborate on Rosé to Benefit Emerald Necklace Conservancy**

**Boston, MA - May 14, 2018** - You're not dreaming: for a limited time, you can support the Emerald Necklace parks and the work of the Emerald Necklace Conservancy with a bottle of rosé, thanks to a collaboration between [Boston Magazine](#) and Brighton-based *négociant* 90+ Cellars.

One dollar from the sale of each limited-edition bottle of "Celebrate Boston Rosé" benefits the Emerald Necklace Conservancy's mission to maintain, restore and protect the 1,100-acre Emerald Necklace park system, extending from the Back Bay Fens to Franklin Park. A portion of ticket sales from Boston Magazine's [2018 "Best of Boston" event](#) will also be donated to the Conservancy.

"Celebrate Boston Rosé" is a bright, berry-forward bottling from the Languedoc region of France. The Provençal-style wine, balanced between fruity and dry, pairs well with summery snacks such as shellfish.

"We wanted to get a really delicious rosé from France, and we found a great wine in Languedoc that we thought people would really enjoy, but would also allow us to keep this wine under \$15," says Terry Lozoff, 90+ Cellars' vice president of marketing.

Retailing for \$13.99, "Celebrate Boston Rosé" is available at liquor retailers and supermarkets throughout Boston. It can also be purchased on the [90+ Cellars website](#). 90+ Cellars will also feature the wine at its annual [Rosé on the Water](#) cruise on Boston Harbor on June 23.

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**About the Emerald Necklace Conservancy:** The Emerald Necklace Conservancy is a nonprofit organization that brings people together to renew, enliven and advocate for the six Emerald Necklace parks designed by Frederick Law Olmsted. Our programs and projects reflect this mission and include Parks restoration and maintenance, stewardship and volunteer activities, educational programs and tours and special events in the parks. To learn more, please visit [www.emeraldnecklace.org](http://www.emeraldnecklace.org).