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FOR IMMEDIATE RELEASE

**JaM CELLARS RECOMMITTS TO SWEET RELIEF PARTNERSHIP AND
\$25,000 DONATION FOR A SECOND YEAR**

Ahead of the giving season, JaM Cellars pledges \$25,000 and monthly fundraising events for Sweet Relief Musicians Fund, supporting musicians in need throughout 2022

Napa, CA (December 1, 2021) – [JaM Cellars](#), makers of Butter Chardonnay, JaM Cabernet, Toast Sparkling, and Sugar Sweet White, renewed its commitment to support Sweet Relief Musicians Fund, a national non-profit organization providing financial assistance to career musicians and music industry workers in need. In response to venue closures and event cancellations due to COVID-19, JaM Cellars partnered with Sweet Relief in 2021 to aid their mission of supporting out-of-work musicians with a lineup of virtual fundraising events and a monetary commitment. In this first year, JaM Cellars raised a total of \$28,696 through monthly performances—featuring artists such as G. Love, Lisa Loeb, Cassadee Pope, and Mondo Cozmo—co-branded merchandise, and viewer donations. Today, JaM Cellars recommitted to this music industry partnership for a second year in 2022, including a minimum donation of \$25,000 and monthly virtual fundraising performances benefiting Sweet Relief.

JaM Cellars encourages wine lovers nationwide to join in and support the cause through [JaMHappyHour](#) wine and music parties on [Facebook Live](#) @JaMCellars and [YouTube](#). Kicking off the renewed partnership during the year-end giving season, JaM Cellars will host Robert DeLong for a live [performance](#) on Tuesday, December 30th. The schedule will repeat every month through 2022, with shows starting at 4pm PST and hosted by iHeartRadio personality [Jana Sutter](#), Music Director for stations in both the Top 40 and Adult Top 40 formats with over 25 years of experience in the radio and voice industry. For every comment, like, or social share during these benefit shows, JaM Cellars will donate one dollar to Sweet Relief, up to \$2,500 per show, plus provide click and text to donate opportunities for viewers.

“Live music remains a huge part of the JaM Cellars experience, and we are thrilled to continue supporting Sweet Relief and the work that they are doing for the music industry into 2022,” said Michele Truchard, co-founder, JaM Cellars. “Whether at an outdoor festival like BottleRock Napa Valley, virtual JaMHappyHours, or live JaMSession performances in our downtown Napa wine and music studio, we’ve continued to connect wine lovers and JaMFans with talented musicians and look forward to providing a continued platform for artists to showcase their music into the coming year.”



“We’re extremely grateful to the JaM Cellars team for their continued work to support our cause and community over the past year,” said Aric Steinberg, EVP Development and Artist Relations at Sweet Relief. “The continuation of this partnership into 2022 allows us to provide much needed relief and new opportunities to our artists this holiday season and throughout the coming year.”

The JaMHappyHour performance schedule—including special Sweet Relief benefit shows—can be found [here](#). Co-branded JaM Cellars and Sweet Relief merchandise is available for purchase in the JaM Cellars digital merch tent [here](#), with 100% of proceeds going to Sweet Relief. To learn more about how to get involved, please visit JaMCellars.com/SweetRelief.

About JaM Cellars:

JaM Cellars is all about easy-to-love, every-day wines. Made by Napa Valley vintners John and Michele (the “J” and “M” in JaM), Butter Chardonnay, JaM Cabernet Sauvignon, Sugar Sweet White, and Toast Sparkling are rich, bold and luscious, and live up to their names. Butter Chardonnay melts in your mouth, JaM Cabernet brims with berries, Sugar Sweet White is a simple kiss of sweetness, and Toast Sparkling is a celebration in the glass. These wines are meant to be enjoyed anytime—whether it’s a special occasion, an any-day celebration, during BottleRock Napa Valley presented by JaM Cellars, at the JaM Cellars wine and music studio, or at the JaM Cellars Ballroom in downtown Napa. Even easier to love, Butter is also available in fun, grab-and-go, single-serve 250ml ButterCans—each about a glass and a half, also available in a 4-pack. Check out JaM Cellars on Facebook and Instagram @JaMCellars #JaMCellars or JaMCellars.com.

About Sweet Relief

Founded in 1993 by Victoria Williams, Sweet Relief provides financial assistance to all types of career musicians and music industry workers who are struggling to make ends meet while facing illness, disability, or age-related problems. Sweet Relief is providing immediate assistance to anyone in the music industry who has been financially impacted by COVID-19. Sweet Relief currently is accepting applications from musicians and music industry workers seeking assistance. DONATIONS also can be made to help those in need at SweetRelief.org.

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