



2nd Annual

REAL MEN DRINK PINK

June 23, 2013

A benefit for **Cancer Support Community's Breast Cancer Care Fund** and **must!** charities

PRESS RELEASE

May 28, 2013

THE ENGLISH BEAT to HEADLINE REAL MEN DRINK PINK PARTY

PASO ROBLES, CA - At long last, the headliner band signed to rock the REAL MEN DRINK PINK PARTY is unveiled. The PINK organizers are pleased...thrilled...nay...ecstatic, to present **THE ENGLISH BEAT!** An 80s band sure to get you on your feet and shake your ass, they are a perfect fit for this party. The idea is to bolster the dry rosé movement and have a superb time, while supporting a couple of extremely worthwhile Paso Robles charities.

Hailing from working class industrial Birmingham, England in 1979, THE BEAT came to be during a time of social, political and musical upheaval. They were all about inclusion rather than exclusion; their aim was to calm the waters with their simple message of love and unity set to a great dance beat, and they bodaciously succeeded. Touring today, lead by originator and consummate showman Dave Wakeling, the amazing all-star ska backing band's mantra is: You just can't stop THE BEAT!

This is a limited event, tickets are going fast, do not hesitate.

[Event Details - June 23, 2013 - Star Farms](#)

Rosé Grand Tasting 1:00 – 2:30

Twenty of the top rosé producers in Paso Robles will pour and talk PINK.

PINK Party 2:30 – 5:00

Includes wickedly talented DJ, Performance by THE ENGLISH BEAT, Lounging on the Beach, and Swimming in the half-acre Blue Lagoon. Marvelous food and rosé-by-the-glass available for purchase.

[Tickets](#)

Wine Club Members of the 20 participating wineries, \$60/person - General public, \$75/person

For tickets and list of participating wineries: **WWW.REALMENDRINKPINK.ORG**

Media Contact: Catherine Jaeger ♦ Jaeger Wine Communications
catherine@jaegerwinecomm.com ♦ 805.610.7811