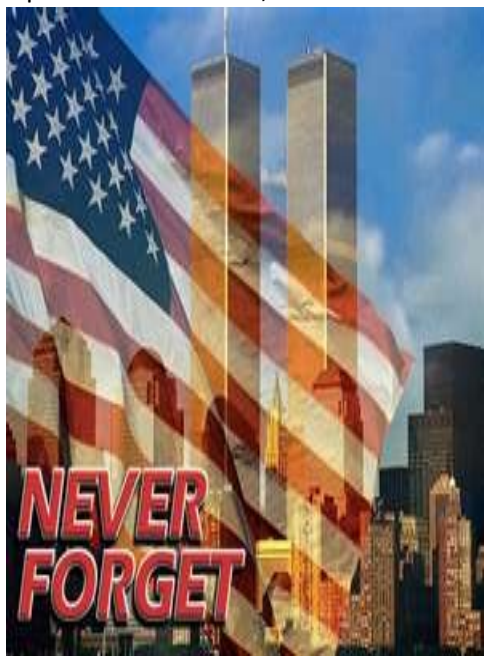


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LOCAL SMYRNA BUSINESSES TO HOST SEPTEMBER 11, TEN YEAR MEMORIAL FUNDRAISER FOR LOCAL COMMUNITY HEROES OF SMYRNA FIREHOUSE.

“A Ten Year Tribute – Celebrating Local Heroes”

SMYRNA, DE (September 8, 2011)— The Right Bottle of Smyrna a local retailer providing Delawareans with Kent County’s top selections of wine, has set forth a fundraising campaign donating proceeds of select purchases in the amount of 15% to our communities local firefighting heroes. The store management reports; “There is not a person among us; spoken or unspoken, who does not recall with vivid clarity their exact whereabouts and events which unfolded this fateful day September 11, 2001.” “This day remains etched in our hearts as one of life's indelible moments never to be forgotten throughout time and history.” “This year on the tenth anniversary, we hope to inspire others to remember by giving generously. We wish to celebrate not only the memory of the valiant and selfless acts witnessed ten years ago, but to celebrate our local community heroes by way of contributions, thoughts, prayers, and thanks for their selfless dedication in our own community. In addition, to the store’s purchase proceeds, the store will be collecting donations from patrons throughout the month of September which will be donated in full to the Smyrna fire fighters. In addition to this ten year memorial fundraiser, The Right Bottle continues to celebrate and honor Firefighters, Military, and Police with their year round 5% discount toward all purchases with proper identification.



“We are hoping for much success in our fundraising efforts understanding the powerful, life-saving work these brave men and women gives back to our local community,” management added.

About THE RIGHT BOTTLE

The Right Bottle is headquartered off Exit 114 of Route 1 in Simons Corner Shopping Center, 699 Jimmy Drive, Smyrna, DE 19977. Not just your average liquor store, The Right Bottle provides Delawareans with Kent County’s top selection of Wines. In addition, they focus their good fortune and energies as advocates toward diverse local philanthropic endeavors throughout the state including several fundraisers for Delaware Breast Cancer Coalition, The Gibby Art Center in Middletown, The Leukemia Research Foundation, Ducks Unlimited, and numerous other charitable events. For more information on upcoming events, please visit www.rightbottle.com.or call The Right Bottle at 302-653-6131.