

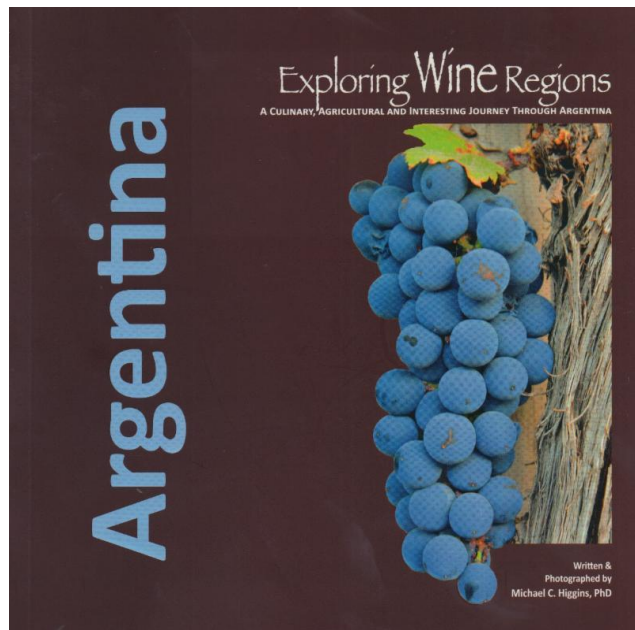


PRESS RELEASE

WEILL APPOINTED PR COUNSEL TO EXPLORING WINE REGIONS

New York - June 30, 2016: Geoffrey Weill Associates (WEILL) has been appointed PR counsel to the California-based travel publishing house, [Exploring Wine Regions](#). Specifically, WEILL will be working on publicizing the company's new book, *Exploring Wine Regions: Argentina*, the first in a series of coffee-table books on the wine regions of the world.

"These books are much more than merely tomes about grapes and harvests," says Ann-Rebecca Laschever, WEILL's Executive Vice President, "rather they're detailed and very beautiful travel guides to how to discover the world's wines and wine regions - beginning with Argentina." *Exploring Wine Regions* also plans trips for oenophiles, including a wealth of esoteric adventures and encounters unavailable to the general traveler.



Exploring Wine Regions' founder is Michael C. Higgins, PhD, former publisher of *Flying Adventures* magazine (a lifestyle travel magazine for people who own and travel on private planes, many of whom are food and wine connoisseurs), and it is this experience that infused him with the drive and talent to found *Exploring Wine Regions*. To preview or purchase a book, please see: www.amazon.com/ExploringWineRegions.

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