

Wine Spectator

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UNFILTERED

Holiday Season Brings Much-Needed Charity from Wine and Spirits Industry

Across North America, international drinks giants and small family wineries are making a difference

Alma Rosa Winery Raises More than \$140,000 in Support of Mental Wellness

In California's Santa Barbara County, Alma Rosa Winery has been raising funds to support mental health initiatives. Their inaugural Peace of Mind: 10,000 Steps in the Right Direction event raised \$144,225. The inaugural virtual initiative, which is expected to become an annual event at the winery, encouraged participants to walk 10,000 steps.

"We are overwhelmed by the community's support for our first annual fundraiser," said Alma Rosa owner **Bob Zorich** in a statement. "In the wake of the COVID-19 pandemic, wildfires on the West Coast and other forces that have taken a toll on the mental health of our communities, the donors' support will have a very meaningful impact." Zorich purchased the winery in 2014 with his wife, Barb. Their month-long charity drive benefited two foundations, [One Mind](#) and [Mental Wellness Center](#). Working nationally, One Mind works to facilitate scientific research on brain health, while Mental Wellness Center provides mental health services to the Santa Barbara community.