



Cape Classics Hosts Dinner for François Pienaar, Legendary Rugby Hero & Chairman of the Make a Difference Foundation

New York, NY, July 22, 2011 - United States wine importer Cape Classics hosted an exclusive dinner for legendary rugby hero and Chairman of the Make A Difference Foundation Inc. (MAD), François Pienaar, in New York on Thursday, July 21st at Eleven Madison Park Restaurant. The dinner was held to give MAD exposure to US business and philanthropic luminaries and potential future supporters and mentors.

Founded in 2003, MAD strives to give academically talented but economically disadvantaged youth an exceptional opportunity to reach their full potential as leaders and role models in South African society. By supporting these students, MAD's goal is to create a global alumnus of beneficiaries who will serve as a force for positive change within South Africa's continually developing democracy. Over the years MAD has sponsored more than 1,800 students, utilizing a holistic, personal and flexible approach which allows for individual interaction with other MAD members and beneficiaries, extracurricular activities, one-on-one mentoring and an overall experience tailored to each student's goals and needs. François added, "Sport has been a powerful vehicle for change in South Africa, education is crucial for its future. Through sports and with friends, I have been privileged to give hope to talented children where previously there might have only been despair. The leaders of tomorrow need our leadership today."

"Cape Classics has been committed to the education of disenfranchised South Africans in the graduate fields of Viticulture and Agriculture through the Indaba Scholarship Fund since 1995, and we feel truly inspired to collaborate with François and his MAD team, to keep 'Making A Bigger Difference' in the fields of education and mentorship together," said Andre Shearer, Founder and Chairman of Cape Classics.

François was portrayed by Matt Damon in the film, "Invictus," based on the famous 1995 Rugby World Cup which took place during Nelson Mandela's first term as President of South Africa. François captained the South African team to victory and in so doing, helped unite the nation after apartheid. The symbolic moment in which Mandela, the black ex-political prisoner and François, a white law student, expressed their mutual gratification depicts the significant impact of the '95 World Cup and the positive changes on the horizon. François developed and subsequently maintains a very close personal relationship with Mandela, who is godfather to one of his sons.

Cape Classics was established in 1992 with a mission of bringing the crème de la crème of South Africa's then-fledgling wine industry to the American market. Today Cape Classics proudly represents 21 of South Africa's finest estates and labels. With a focus solely on South African wine, the company remains committed to providing a unique range of selections that are exciting and delicious and that offer outstanding value. Nearly 30% of all bottled wine from South Africa available in the US bears the Cape Classics seal.