



For Immediate Release — Friday, January 30, 2015

## **Barefoot Cellars founders to give free entrepreneurship presentation in Calgary as U of L's 2015 Executives in Residence**

**WHAT:** Michael Houlihan and Bonnie Harvey, founders of Barefoot Cellars, the #1 wine brand in the world, visit the Delta Bow Valley Hotel and U of L Calgary campus to discuss entrepreneurship

**WHEN:** Monday, Feb. 2

**WHERE:** Michael and Bonnie will be giving a free presentation on Monday, from **11:30 a.m. to 1 p.m.** at the **Delta Bow Valley Hotel** (lunch and a copy of their New York Times Bestseller, *The Barefoot Spirit*, is included).

**MEDIA AVAILABILITY:** Media are invited to speak with Michael and Bonnie in advance of their presentation, from **11 to 11:30 a.m.** at the **Delta Bow Valley Hotel**.

Michael Houlihan and Bonnie Harvey founded Barefoot Cellars in their laundry room in 1986. Starting with no money and no knowledge of the business, they developed strategic alliances, innovative marketing and an entrepreneurial culture to overcome formidable obstacles in the highly competitive and controlled wine industry. In 2005, they sold Barefoot Wine. Barefoot is now the #1 wine brand in the world.

-- 30 --

Contact: Trevor Kenney, News & Information Manager  
403-329-2710  
403-360-7639 (cell)  
[trevor.kenney@uleth.ca](mailto:trevor.kenney@uleth.ca)