

Spreading Goodwill to the Nation's Capital

The Charmer Sunbelt Group Sponsors Brunch and After Party around the White House Correspondents Dinner

BY CARA McILWAINE

On May 1st, The Charmer Sunbelt Group co-sponsored two of Washington D.C.'s most complementary high-profile events of the year. The White House Correspondents Dinner drew film, television and music stars, politicians and numerous members of the press. The Charmer Sunbelt Group has sponsored the Capitol File WHCD After Party four of the past five years, and for the first time this year also sponsored Tammy Haddad's annual WHCD Garden Brunch, held the afternoon of the dinner, honoring Mother's Day Everyday and Citizens United for Researching Epilepsy (CURE).

At the Garden Brunch, media heavyweights including Wolf Blitzer, Chris Matthews, David Gregory and Rupert Murdoch mingled with celebs like Kim Kardashian and *Glee* star Matthew Morrison. CSG's Charles Merinoff, CEO & vice chairman and Brian Fischer, VP community relations, were in attendance to help promote the beverage alcohol industry's message of re-

sponsible alcohol consumption. "Both of these events give The Charmer Sunbelt Group an opportunity to put a face as well as proactive message forward from the beverage alcohol industry, and to show our commitment in communities like D.C. where we serve and do business," says Fischer.

The Merinoff family feels that involvement in local communities and giving back is an integral part of The Charmer Sunbelt Group's mission. "It's so critical to be involved, not just in these high-profile events, but also supporting our communities year-round including CSG's annual Wine & Wishes event for the Make-A-Wish Foundation of New York," notes Fischer. "Social responsibility and community support are not always associated with the beverage alcohol industry, yet that is Charmer Sunbelt Group's priority, and being a longtime supporter and participant in the annual White House Correspondents Dinner, Brunch & After Party, helps get the message across to the widest net of influencers possible."



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Spring also means prom and graduation, and it is during this time of year the company stresses the importance of parental involvement in their children's activities. "We must actively fight underage drinking and drunk driving, and we are helping to lead in this fight," says Fischer. "It also helps us make a greater impact when there are positive youth role models like the Jonas Brothers in attendance to help us push this message. They set such a great example to the many kids who emulate them."

1. Guests enjoying brunch on the morning of the WHCD
2. Charles Merinoff, CEO, CSG; Mark Cornell, CEO, Moët Hennessy USA; Brian Fischer, VP community relations, CSG
3. Laura Cozik; Chuck Brodsky, chairman of Washington D.C.'s Alcohol Control Board; Garden Brunch host Tammy Haddad
4. Todd Prybylski, Bacardi USA and Brian Fischer
5. Susan Axelrod, president and founder of CURE with The Jonas Brothers



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