

Contact: Grazyna Lallemand
caelestis_celeste [at] yahoo.fr
web : www.caelestis-bio.com

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close to the Stars, close to the Earth...

"Unsustainable agriculture practice represents one of the greatest threats to the natural world of our generation". David Nussbaum, Chief Executive World Wildlife Fund UK

FOR IMMEDIATE MEDIA RELEASE

Caelestis in aid of WWF

Caelestis – a French non-profit-making charitable and educational voluntary association is the only association that raises funds in aid of WWF with the support of celebrities at an international level, and draws public attention to the environmental impact of production and consumption (of wine in particular)

Caelestis means in Latin Celestial (Céleste – in French, Celeste – in Spanish, Italian) and symbolises the importance of the heavens which helps us to formulate our point of view (from the Earth) on everything which surrounds us.

The first non-commercial brand 'Caelestis' created in 2011 among the prestigious Bordeaux Grand Crus Classés and dedicated entirely to WWF was auctioned several times worldwide.

100% proceeds from Caelestis charity auctions benefited directly WWF in various countries.

The Association Caelestis for WWF continues with the novel ecology-oriented 3ec-TV channel <http://3ec-tv.com/> which contributes '1% for the Planet'.

*Art & Wine Auction
in aid of WWF*

Caelestis is close to the Stars..., close to the Earth... Each time a different **celebrity** autographed the original specially designed wine label. **Caelestis** is also signed by its renowned producer and oenologist **Alain Moueix**.

Caelestis biodynamic wine originates from the prestigious **Château Fonroque Saint-Emilion Grand Cru Classé**. This fine wine remains a true rarity because among a total of 176 Bordeaux Grands Crus Classés (Classified Growths), there are only 3 biodynamic certified Grands Crus Classés wines (barely 2.27% are organic).

Caelestis is not sold in shops and only a few bottles to share between three continents are auctioned, making **Caelestis one of the rarest wines in the world**.



Photo
donated by
Claude Lada



Photo credit:
Richard Ivey

Peter Doig's watercolour commissioned by Caelestis for WWF was sold in London for a stunning amount of £40 000! This original artwork showing a vision of the moon in relation to Caelestis biodynamic wine was kindly donated by this renowned contemporary artist.

All funds raised went directly to WWF in: UK, France, Portugal, Poland, Canada, USA, China and Hong Kong



Peter Doig
Renowned painter

Photo courtesy of Peter Doig

Caelestis Saint-Emilion Grand Cru Classé biodynamic wine vintage 2011 (from the prestigious Château Fonroque) with the superb label by Peter Doig paired with lively works (on the theme 'vineyard, grapes and wine') donated by upcoming artists from various countries was kindly auctioned by McTear's Auctioneers in Glasgow.

With these donations we raised additional £710 for WWF.

Tiphaine de Lafforest, FRANCE



Anna Zdebska, POLAND



Ewa Dolecka Młoduchowska, POLAND



Hope Flynn, CANADA



Mr. LI LI, CHINA

Close to the stars... Shining as new stars, the artwork by upcoming artists led by the master Peter Doig in an extraordinary artistic journey through the world vineyards, accompanied by the wonderful music of 'Caelestis Impromptu' composed and donated by the Oscar-winning composer Jan A.P. Kaczmarek is shown in a video freely accessible on Caelestis internet site: <http://www.caelestis-bio.com/japk-music.html>

Alcohol abuse is dangerous to your health. Drink in moderation. Consume responsibly.



close to the Stars, close to the Earth...

Wine & Perfume Auction in aid of WWF



Frances Fisher
Hollywood actress

Photos courtesy
of Frances
Fisher, Claude
Lada & Grazyna
Lallemand

Caelestis 2013 - charity auctions raised:

- £730 for WWF UK with Dreweatts & Bloomsbury Auctions and Bid For Wine in London
- \$1125 for WWF USA in New York

5 bottles of the **Caelestis Saint-Emilion Grand Cru Classé** biodynamic wine (vintage 2010 from the prestigious Château Fonroque) autographed by the famous Hollywood actress **Frances Fisher**: "Be Healthy, Wealthy + Wise" with 5 flasks of the luxury 'Caelestis fleur de vigne' (vine flower) organic perfume specially created by the **Higher School of Perfume in Paris** in the beautiful symbolic hand-made bottle crafted by the **French National School of Glass Crafts 'Lycée Jean Monnet'** as a 'green' educational project. Both items are in an original wooden bookcase.

**The very original Caelestis wine label symbolizes the link between the heart of this biodynamic wine and the cosmos which has influenced its creation. Visit Caelestis internet site to learn more.*



Caelestis 2012 - the first charity auctions raised:

- £825 for WWF UK with Dreweatts & Bloomsbury Auctions and Bid For Wine in London
- \$1500 for WWF USA in New York

Wine & Poster Auction in aid of WWF



Jan A.P. Kaczmarek
Oscar-winning composer

5 beautiful **WWF posters** (signed by the CEO WWF UK David Nussbaum) with 5 bottles of the **Caelestis Saint-Emilion Grand Cru Classé** biodynamic wine vintage 2009 from the prestigious Château Fonroque) autographed by the **Oscar-winning composer** ('Finding Neverland') **Jan A.P. Kaczmarek***: "Pure wine brings great inspiration to my music". Both items are presented in an original wooden bookcase.

**(Jan A.P. Kaczmarek is also the founder of the "Transatlantyk" International Film & Music Festival in Poland).*

Photo credit:
Ryszard Jazwinski



Attention: Unfortunately tiger bones are still used in wine in Asia!

WWF posters were produced by renowned photographers

All images are available upon request

www.caelestis-bio.com

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