



MEMENTO MORI

Memento Mori to Sponsor EB Research Partnership's *ACTion for Jackson* Benefit in New York

NEW YORK, October 29, 2019 --- Memento Mori, a premium winery committed to producing the highest-quality cabernet from grapes sourced at the best sites in Napa Valley, today announced that they will be the Title Sponsor of *ACTion for Jackson*, EB Research Partnership's 10th annual benefit on November 7, 2019 at the Mandarin Oriental in New York City. EB Research Partnership is the largest nonprofit dedicated to funding research aimed at treating and ultimately curing the rare and life-threatening genetic skin disease Epidermolysis Bullosa (EB).

"Memento Mori means 'remember you will die' in Latin, but we translate it to 'remember to live'. We were moved to support those living with EB who remember to live each day despite the difficulties they face from this devastating disorder," says Hayes Drumwright, a founder of Memento Mori. The winery's generosity extended to not only include their Title Sponsorship, but also an exclusive Kentucky Derby experience to be the premiere package in *ACTion for Jackson's* live auction.

Alexander Silver, Chairman of EB Research Partnership says, "I am thrilled to have Memento Mori involved in our mission to accelerate the path to heal EB. They are a wonderful group of people who make amazing wine and care deeply about charitable causes." The Silver family held the inaugural event in 2009 in honor of their son, Jackson, who lives with EB.

Over the past decade, *ACTion for Jackson* has gathered over 1500 supporters, patients, and researchers to fundraise for a cure for EB. Founded by Jill and Eddie Vedder, of Pearl Jam, and a group of dedicated parents, EB Research Partnership has raised over \$25 million and funded over 50 research projects focused on discovering treatments and cures for EB.

About Memento Mori

Memento Mori Winery aims to produce the best Cabernet Sauvignon from grapes sourced at premium vineyards in Napa Valley. Founders Hayes Drumwright, Adriel Lares, and Adam Craun started Memento Mori in 2009, selecting Sam Kaplan as their winemaker. Their slogan, "Remember to Live," embodies how their wine is meant to be enjoyed by their customers. To learn more about Memento Mori, visit www.mmwine.com

About EB Research Partnership

Founded in 2010 by a group of dedicated parents and Jill and Eddie Vedder, of Pearl Jam, EB Research Partnership (EBRP) is the largest 501(c)(3) nonprofit funding research to discover treatments and cures for Epidermolysis Bullosa (EB), a devastating and life-threatening genetic skin disorder that affects children from birth.

EB Research Partnership utilizes an innovative business model of venture philanthropy, leveraging concepts from principal investing and applying them towards achieving philanthropic goals. When making a grant to a research project, they retain the added upside of generating a recurring donation stream if the therapy or product is commercially successful, then use this revenue to fund additional EB research. To learn more about EB Research Partnership, visit www.ebresearch.org.