

FIRESTONE
VINEYARD

TAKE THIS JOB AND... LOVE IT

-- FIRESTONE VINEYARD IS HIRING A "DISCOVERIES PATHFINDER" --

TREK THE INCA TRAIL, JOURNAL ON THE JOURNEY, VLOG THE VIEWS, BANK A THOUSAND BUCKS

SANTA BARBARA, Calif., August 17, 2009 – The folks at Firestone Vineyard, an entrepreneurial and adventurous winery in Santa Ynez, CA get excited about a lot of things -- especially when it comes to discovering new wine, food, travel and life adventures.

They also believe that many others share their enthusiasm about exploration of all kinds. Therefore, Firestone Vineyard is hiring a *Firestone "Discoveries Pathfinder"*. The *Firestone Discoveries Pathfinder* is a part-time, one month, independent contractor job. The assignment, Hike the Inca Trail to Machu Picchu in Peru – accompanied by a specially selected Guest Chef, who will prepare gourmet meals on the trail.

The selected *Firestone Discoveries Pathfinder* will keep a video and photo journal of the trip and file post-trip reports on the *Firestone* website. Upon return home, The *Firestone Discoveries Pathfinder* will also report online about pairing *Firestone* wines with various dishes after the trip. An added bonus: they will be paid a stipend of \$1000. What better part-time, short-term assignment could someone want?

Discoveries Pathfinder Job Application Details:

To be eligible, applicants complete an application on www.firestonediscoveries.com, provide a statement on why they would be the most effective *Firestone Discoveries Pathfinder*, and become a Fan of the *Firestone Discoveries* page on Facebook. No purchase or blogging experience necessary.

To increase their chances of selection, applicants can refer their friends to the *Firestone Discoveries* website using email, Facebook, Twitter, etc. For each referred friend who applies for the position, the originator will receive another chance at having their name drawn as a finalist. Applications accepted until December 13, 2009.

Firestone Vineyards will then randomly select ten lucky finalists to compete to be our *Firestone Discoveries Pathfinder*. From the ten applications, three will be chosen via a selection process to include interviews, background checks, submission of resumes, writing samples and photographs. The three semi-finalists will travel to Firestone Winery for a final series of interviews to determine our *Firestone Discoveries Pathfinder* finalist.

Discoveries Pathfinder Guest Chef Challenge Details

To apply, candidates must submit a one-minute video demonstrating their cooking skills and highlighting their creativity, flexibility and personality. Videos will be accepted through October 31, 2009. The top 10 most popular chef videos, based completely on the total number of unique YouTube views, will be selected for further review. Three finalists will be chosen to participate in a competitive cook-off, judged by our panelists. The winner of the cook-off will be selected as our Guest Chef and will join us on the Inca Trail in April, 2010.

"At Firestone Vineyard, we believe wine is all about the experience," said John Calmeyer, Vice President of Marketing for Firestone Vineyard. "Imagine -- great wines, incredible food and Machu Picchu looming in the background -- this is what *Firestone Discoveries* is all about!"

For comprehensive information on both the *Firestone Discoveries* Job opportunity and the Guest Chef Challenge, please visit www.firestonediscoveries.com

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