

## Media release

BROC

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## Re: UNESCO Chair Created for Wine and Culture

Proposed and spearheaded by the University of Burgundy and supported by CCOVI-Brock University, the United Nations Educational, Scientific and Cultural Organization (UNESCO) has just approved the creation of a Chair for Wine and Culture. This is very significant as there is now one internationally bona fide body under which all grape and wine studies institutions may co-operate, synchronize and unify.

The UNESCO Chair will be the centre of a network of high level international partners involved in vine and wine culture. "The UNESCO Chair will make it possible to study and to diffuse and promote the cultural heritage related to vines and wines within the scientific community, among professionals in the wine industry and among academics or learned societies for the benefit of students, researchers, professionals, deciders and the public at large," states Professor Jocelyne Pérard.

The program which is based on an international network of higher education institutions, notably those involved in vines and wine (or those who wish to develop a program) plus private enterprise partners proposes to set up common courses, develop multidisciplinary research, promote scientific cooperation and exchange and foster scientific and technological awareness. **Bacchus at Brock**, to be held June 7-9, 2007 will take place under the auspices of the UNESCO Chair. It is expected that **Bacchus at Brock** along with two other planned and sponsored major events will provide a multidisciplinary and transcontinental forum on vines and wines and will give rise to a number of publications.

Dr. Isabelle Lesschaeve stated, "We were very honoured to have been invited to be part of the international network for the new Wine and Culture UNESCO Chair. This will mean more opportunities for student and faculty exchanges along with a higher level of international collaboration for our researchers. In addition, CCOVI and Brock's international profile has certainly been raised and enhanced through our association with this important body." For more information on the new wine and culture chair visit:

www.u-bourgogne.fr/chaireunesco-vinetculture/english/index.htm

Brock University is familiar with the United Nations preservation initiatives as Brock is proud to be the only Canadian university with the distinction of falling within a UNESCO Biosphere Reserve. The 725 km long Niagara Escarpment became a UNESCO Biosphere Reserve in 1990.

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