

FOR IMMEDIATE RELEASE



St. Regis Partners with McGill Cancer Prevention for “A Toast to Prevention” Gala

Montreal, QC — Oct 14, 2025 — St. Regis is honoured to participate in “**A Toast to Prevention: The Wine Experience**”, a fundraising gala organized by McGill University’s Program in Cancer Prevention. The event will take place on Saturday, October 25, 2025, at Carrefour Léa Polansky, Pavilion K (Jewish General Hospital, Montréal).

As a pioneering name in premium, dealcoholized wines, St. Regis will be featured among the selection of non-alcoholic wine, beer, and spirits at the gala. Guests will have the opportunity to sample sophisticated, alcohol-free alternatives in a refined setting, aligning with the event’s mission to promote health, cancer prevention, and mindful celebration.

“We are delighted to support McGill’s commitment to cancer prevention through this special evening,” said Mylène Roy, Brand Manager, St. Regis. “Our participation is not just about offering quality beverages — it’s about embracing choices that empower people to celebrate without compromise.”

Proceeds from the Gala will support ongoing cancer prevention awareness campaigns and community health initiatives at McGill University’s Cancer Prevention Center.

For more information visit <https://cancerpreventionstore.com/>

About St. Regis

St. Regis dealcoholized wines deliver all the sensory-pleasing experiences — without the alcohol. As a veteran among the non-alcoholic wine scene, St. Regis is committed to offering alternatives that support health-conscious choices without sacrificing enjoyment. For more information about St. Regis dealcoholized wines visit <https://stregiswines.com/>

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