



FOR IMMEDIATE RELEASE

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Journalists: High-Resolution Artwork Available

Sonoma Wine Country Weekend Names 2011 Fund-A-Need Charities

Two Sonoma Non-Profits to Benefit from Fund-A-Need Program – Anyone Can Donate Now

(Sonoma, CALIF.) — **Sonoma Wine Country Weekend**, co-produced by the **Sonoma Valley Vintners and Growers Foundation** and **Sonoma County Vintners**, has announced the two organizations that will benefit from the Sonoma Valley Harvest Wine Auction “Fund-A-Need” Auction Lot this year: **Redwood Empire Food Bank** and **Sonoma Valley Hospital Foundation**.

It has long been a tradition at the Sonoma Valley Harvest Wine Auction, to be held this year at Cline Cellars, to feature beneficiaries that are seeking funds for a specific and urgent need. During the live auction, attendees have the opportunity to lift their paddles to make a monetary contribution on the spot. This year, donations can be made at any time between now and the live auction set for **Sunday, September 4**. Donors that are unable to attend the auction can still call **707-935-0803** to make a contribution.

Non-profit organizations from throughout Sonoma County applied, and were required to demonstrate a specific need that with support would have an immediate impact on the community. The Sonoma Valley Hospital has an urgent need to replace a desperately outdated x-ray system. The Redwood Empire Food Bank, which has a far reach throughout Sonoma County, has a critical need for warehouse equipment necessary for distributing food.

“The Redwood Empire Food Bank distributes 13 million pounds of food annually throughout Sonoma County,” said **David Goodman of the Redwood Empire Food Bank**, “Through the generosity of vintners and growers, as well as event attendees, we will be able to further our mission of ending hunger in our community by creating a more effective Food Delivery System that will enable us to expand our service to meet growing needs.”

“The Sonoma Valley Hospital provides life-saving, diagnostic services to patients from throughout our region every day,” said **Carolyn Stone of the Sonoma Valley Hospital Foundation**, “The current equipment has been on-site for nearly thirty years. It is imperative that we purchase new digital x-ray equipment so that our facility can continue to serve our patients. We are grateful for the continued support of Sonoma Wine Country Weekend.”

Proceeds from Sonoma Wine Country Weekend benefit local communities and charities serving students, children, farm workers and people in need. To date, more than \$10 million has been raised jointly by the Sonoma Valley Vintners & Growers Foundation and Sonoma County Vintners. The 2011 Sonoma Wine Country Weekend is set for Labor Day Weekend, September 2 – 4, 2011. To purchase tickets or for more information visit www.SonomaWineCountryWeekend.com like it on Facebook at <http://www.facebook.com/winecountryweekend> or follow on Twitter at <http://twitter.com/SonomaWCW>.

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About 2011 Sonoma Wine Country Weekend Sponsors and Beneficiaries

A partnership **between Sonoma Valley Vintners & Growers Foundation** and **Sonoma County Vintners**, Sonoma Wine Country Weekend is California's premier wine, food and social event, taking place on Labor Day weekend each year. The events comprising Sonoma Wine Country Weekend have raised over \$10 million in support to local charities that benefit students, children, farm workers and people in need. The 2011 Sonoma Wine Country Weekend is presented by Visa Signature®. In addition to Visa Signature, Sonoma Wine Country Weekend sponsors include: TricorBraun WinePak, MacMurray Ranch®, Trilogy Glass & Packaging, Wine Spectator, Wall Street Journal, San Francisco Magazine, Cline Cellars and Jacuzzi Family Vineyards. For a complete list of beneficiaries and sponsors, please visit www.SonomaWineCountryWeekend.com.

About Visa Signature®

Sonoma Wine Country Weekend is presented by **Visa Signature**, a premium consumer payment card bringing cardholders instant access to dozens of perks in addition to the points, miles, or cash back they may already earn. Cardholder perks include access to and discounts at Sonoma Wine Country Weekend, complimentary 24-hour concierge services to assist with travel and entertainment planning, exclusive hotel perks through the Visa Signature Luxury Hotel Collection, and much more. For complete information visit www.visa.com/signature.

About MacMurray Ranch

Nestled in the heart of the Russian River Valley, the historic MacMurray Ranch is home to award-winning Pinot Noir, Chardonnay and Pinot Gris. MacMurray Ranch crafts a collection of elegant, expressive wines from cool-climate vineyards in premier growing regions. Look for MacMurray Ranch at fine wine shops and dining establishments nationwide, or visit us online at www.macmurrayranch.com.

About Sonoma Valley Vintners & Growers Alliance and Foundation and Sonoma County Vintners

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 members who share a mission to promote awareness of Sonoma Valley's grapes, wine, and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over \$8,000,000 for local Sonoma Valley charities. For more information on the SVVGA and SVVGF, please visit www.SonomaValleyWine.com.

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 175 wineries of all sizes throughout the county. Learn more about SCV at www.SonomaWine.com.

Journalists: High-resolution artwork is immediately available. For more information, to speak with an event representative or to inquire about press credentials for the 2011 Sonoma Wine Country Weekend please email or call **Lisa Adams Walter at (707) 255-0300** or lisa@adamswalter.com. For more information visit www.SonomaWineCountryWeekend.com, like it on Facebook at <http://www.facebook.com/winecountryweekend> and follow on Twitter at <http://twitter.com/SonomaWCW>.

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