

FOR IMMEDIATE RELEASE:

**Theme and New Location Announced for 15th Annual
Sonoma Valley Harvest Wine Auction
Three-Day Gala Showcases World-Class Wines from the Sonoma Valley And
Raises Funds for Several Local Charities**

SONOMA, Calif. (February 5, 2007) – The Sonoma Valley Vintners and Growers Alliance (SVVGA) has announced that the **15th Annual Sonoma Valley Harvest Wine Auction** will be held at Cline Cellars. After 14 successful years, the auction has outgrown its previous venue, the Fairmont Sonoma Mission Inn. The 15th Annual Sonoma Valley Harvest Wine Auction Weekend will take place Friday, Saturday and Sunday, August 30 – September 2, 2007, at various locations throughout the Valley, highlighted by the Harvest Auction at Cline Cellars on September 2.

“Although the Fairmont Sonoma Mission Inn is a beautiful venue and a valued sponsor, moving the venue to Cline Cellars will provide a great opportunity for SVVGA to showcase one of our member wineries and will give us the additional space to allow more of the community to participate,” said Grant Raeside, SVVGA executive director.

This year’s event will have a Wild West theme and use the slogan: “The Wild Bunch... Is that a magnum in your holster or are you just happy to be in Sonoma Valley?” The honorary co-chairs of this year’s auction, Alis and Richard Arrowood of Arrowood Winery & Vineyards, were recently joined by an enthusiastic group of SVVGA members to help develop the colorful tag line.

“The Sonoma Valley Harvest Auction is known for its over-the-top themes, hilarious performances by our members, and very festive atmosphere,” noted Alis Arrowood. “We think this year’s Auction will be the most memorable yet.”

Also new for this year, an Auction Advisory Board has been formed to better involve the community in the auction. The Advisory Board will oversee eight Advisory Committees headed by co-chairs selected from SVVGA winery employees, culinary professionals, and community members. The newly formed committees are: Food & Beverage, Bidder Recruitment, Marketing/ Public Relations, Skit, Lot Acquisition, Lodging, Charity Partner, and Winemaker Dinners.

Julie Atwood of Atwood Ranch will serve as the Auction Advisory Chairperson as well as the Beneficiary Liason.

In its 14 years, through the generous efforts of auction bidders, private outside donors, sponsors, media partners and members of the producing organization, the Sonoma Valley Vintners & Growers Alliance, the Sonoma Valley Harvest Wine Auction has raised over \$5 million to benefit Sonoma Valley charities. Each year proceeds of the auction go to 14 area charities that benefit children, farm workers and people in need in the Sonoma Valley.

About the Sonoma Valley Vintners & Growers Alliance and Foundation (SVVGA)

The Sonoma Valley Vintners & Growers Alliance and Foundation (SVVGA) is a unique non-profit organization, formed in 1992 through a merger of the Sonoma Valley Vintners Association and the Sonoma Valley Grape Growers Association. More than 75 wineries and 140 growers share a mission to promote Sonoma Valley wines and grapes, support cooperation and collaboration among vintners and growers, and develop community awareness of the industry. For more information on the SVVGA, please call 707.935.0803 or visit the Web site at www.sonomavalleywine.com.

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Media contact: Toby Baird, Glodow Nead Communications, 415-394-6500 or
Toby@GlodowNead.com.