

FOR IMMEDIATE RELEASE:

SONOMA VALLEY VINTNERS & GROWERS ALLIANCE
COLLEGE SCHOLARSHIPS BENEFIT LOCAL STUDENTS

Thousands of Dollars in Scholarship Funds Available for College-Bound Children
Of Sonoma Valley Winery or Vineyard Employees

SONOMA, Calif. (March 1, 2007) – The Sonoma Valley Vintners & Growers Alliance (SVVGA) is currently accepting applications for this year’s SVVGA College Scholarship – applications are due no later than April 20, 2007. Over the past four years, the SVVGA has awarded more than \$20,000 to deserving high school seniors who have at least one parent employed by a winery or vineyard within the Sonoma Valley appellation. Eligible students must be planning to attend an accredited 2- or 4-year college in the fall of 2007. This year, the SVVGA will distribute up to \$10,000 in scholarship funds to deserving college-bound students.

“The SVVGA college scholarship program is a great way for us to help deserving Sonoma Valley high school students who may not otherwise be able to afford the opportunity to attend college,” said Norm Goldstein, who is the community outreach chairperson for the SVVGA and responsible for interviewing the scholarship applicants.

SVVGA scholarship applicants are required to submit, along with an application form, the following materials: a letter of recommendation from a member of their high school’s faculty, a letter from an employer verifying a parent was, or is employed at a Sonoma Valley vineyard or winery for at least six months since April 1, 2006, a letter of acceptance from a 2- or 4-year accredited college for the start of the fall 2007 school year, and a one-page essay entitled “Where I Hope My College Education Will Take Me.”

Selected students will be invited to an interview with the SVVGA Scholarship Committee during the month of May. Selection of scholarship recipients will be based on a combination of factors including high school academic record, financial need considerations, submitted letter of recommendation and written essay, as well as interview performance.

Scholarships will be awarded at the High School Awards ceremony in June. Money will be disbursed to recipients in equal installments by semester or quarter during the first school year. Students will be required to provide the SVVGA with a report on their progress following the completion of their first year of school.

For a complete list of eligibility requirements or to request a scholarship application form, please contact the SVVGA offices at (707) 935-0803.

About the Sonoma Valley Vintners & Growers Alliance (SVVGA)

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization. Hundreds of vintners and 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. In 14 years, the Sonoma Valley Harvest Wine Auction, produced by the Sonoma Valley Vintners & Growers Alliance, has raised over \$5 million to benefit Sonoma Valley charities. For more information on the SVVGA, please call 707-935-0803 or visit www.SonomaValleyWine.com.

- # # # -

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