



FOR IMMEDIATE RELEASE:

**13th Annual Sonoma Valley Harvest Wine Auction  
Grosses Record Amount of \$929,557  
Over \$125,00 Raised For Red Cross Flood Effort Relief Fund**

SONOMA, Calif. (September 6, 2005) - When the gavel dropped at 6 p.m. on Sunday, September 4, signaling the conclusion of the 13th Annual Sonoma Valley Harvest Wine Auction (SVHWA), organizers and attendees were delighted to learn that \$929,557 had been raised for this year's thirteen worthy Sonoma Valley charity partners. The highlight of the high-spirited, wine-fueled "Hollywood and Vines" themed event included a top bid of \$24,000 for the **'Big Bottles for the Big Easy'** lot. Through the generous efforts of auction bidders, private outside donors and members of the Sonoma Valley Vintners & Growers Alliance, a gross total of \$124,850 will be donated to the Red Cross Flood Effort Relief Fund. Gross receipts from the three-day record-breaking event totaled \$929,557 with Sunday's live and silent lots totaling \$726,154, and the Saturday picnic totaling \$36,813.

"What sets our auction apart from all of the others is the general relaxed atmosphere and camaraderie that our vintner and grower members foster, yet we never lose sight of the real reason we do this event year after year - to raise serious money for our deserving Sonoma Valley charity partners," said Don Chase, president of the Sonoma Valley Vintners & Growers Alliance. "Thanks to the generosity of everyone involved in this year's auction, the proceeds that were generated this weekend far exceeded our expectations."

**Sonoma Valley Vintners & Growers Foundation Beneficiaries:** F.I.S.H., Hanna Boys Center, Kenwood Education Foundation, La Luz, Sonoma Community Center, Sonoma Ecology Center, Sonoma Land Trust, Sonoma Valley Community Health Center, Sonoma Valley Education Foundation, Sonoma Valley Hospital Foundation, Sonoma Valley Mentoring, Wilmar, Valley of the Moon Boys & Girls Club, and Vineyard Workers Services.

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Additional auction lots that generated top bids included two signed 6-liter Imperiales of the highly acclaimed 1993 and 1995 vintages of Arrowood Reserve Cabernet Sauvignon, a

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luxurious Backroads trip to London and Tuscany contributed by American Airlines and Madrone Ridge Winery and an unforgettable 10-day cruise to the Galapagos Islands aboard Celebrity Cruises. In thirteen years, the SVHWA, produced by the Sonoma Valley Vintners & Growers Alliance has raised close to \$5 million to benefit Sonoma Valley charities.

Beneficiaries of the 2005 Sonoma Valley Harvest Wine Auction include the Sonoma Valley Hospital Foundation, El Nido Teen Center, Valley of the Moon Boys & Girls Club, Sonoma Valley Education Foundation, Sonoma Valley Mentoring Alliance, Kenwood Education Foundation, Sonoma Ecology Center, F.I.S.H., Vineyard Workers Services, La Luz, Sonoma Community Center, Sonoma Valley Community Health Center, and the Willmar Center for Bereaved Children. During Sunday's live auction, the popular Fund-a-Need lot raised \$175,000 for the Sonoma Valley Community Health Center.

For a detailed breakdown of the auction results or to request photography from the 2005 Sonoma Valley Harvest Wine Auction, please contact Courtney Vaughn or Kanchan Achar at Glodow Nead Communications at 415-394-6500 or [courtney@glodownead.com](mailto:courtney@glodownead.com).

### **About the Sonoma Valley Vintners & Growers Alliance (SVVGA)**

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization. It was formed in 1992 through a merger of the Sonoma Valley Vintners Association and the Sonoma Valley Grape Growers Association. Hundreds of vintners and growers are sharing 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](http://www.sonomavalleywine.com).

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