



**Sonoma Valley Vintners & Growers Alliance Partners with Fairmont Sonoma Mission Inn & Spa for  
The 15<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction Weekend**

Iconic Wine Country Destination Celebrates 15th Year as Host Hotel with  
Lavish “Best of Sonoma Valley Auction” Package

**Sonoma, CA (July 16, 2007)** The Sonoma Valley Vintners & Growers Alliance has announced that , as host hotel of the 15<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction (August 31-September 2), the Fairmont Sonoma Mission Inn & Spa will once again offer a limited number of the coveted “Best of Sonoma Valley Auction” package. This legendary offer includes three-nights accommodation, Gloria Ferrer Labor Day champagne brunch in the beautifully appointed Santé restaurant, daily wine tasting in the grand Lobby Living Room, a locally inspired welcome gift, and a \$155 Spa credit that can be used for a wine-country themed spa experience including: Couples Wine & Roses, Grape Seed Body Polish, Chardonnay Olive Oil Sugar Scrub or a Harvest Kur. Packages start at \$429 per night / double occupancy. For more information or to purchase, visit [www.fairmont.com/sonoma](http://www.fairmont.com/sonoma) .

The 15<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction Weekend represents the formal kickoff to “California Wine Month” – an official designation proclaimed by **Governor Arnold Schwarzenegger** in recognition of the industry’s vast contributions to the state’s economy and to winemaking worldwide. Those interested in attending all or part of the three day series of wine events scheduled for Friday, August 31- Sunday, September 2<sup>nd</sup> can view event listings and purchase VIP weekend packages and individual event tickets online at [www.sonomavalleywine.com](http://www.sonomavalleywine.com). **Due to the limited availability early registration and purchase are highly recommended.**

**About the Sonoma Valley Harvest Wine Auction Weekend**

Since its inception 15 years ago, the Sonoma Valley Harvest Wine Auction Weekend has established itself as one of the nation’s top wine auctions, drawing visitors from all over the world to the three day wine classic and fundraiser. In addition to showcasing Sonoma’s unparalleled wine quality and unrivaled hospitality, the Sonoma Valley Harvest Wine Auction has donated more than five million dollars in vital funding to local charities serving children, vineyard and hospitality workers, their families, and community healthcare.

**About the Sonoma Valley Vintners & Growers Alliance**

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization representing over 200 vintners and grape growers who share a mission to promote global and community awareness of Sonoma Valley’s grapes, wine, terroir and history as the birthplace of the California wine industry. For more information on the SVVGA, please call 707-935-0803 or visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com).

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