



Event Update: Exclusive Pre Sale begins May 1 for Specially Priced "Locals Only" Tickets to Sonoma Wine Country Weekend's Taste of Sonoma and Sonoma Valley Harvest Wine Auction (Sept 3-5)

NEW!

First-Ever "Locals Only" Pricing for Iconic Sonoma Valley Harvest Wine Auction

Sonoma, CA (April 26, 2010) Organizers of [Sonoma Wine Country Weekend](#) (September 3-5) announced today that specially priced "Locals Only" tickets to the legendary [Sonoma Valley Harvest Wine Auction](#) and [Taste of Sonoma](#) at MacMurray Ranch will go on sale May 1, 2010 exclusively for Sonoma County residents. This is an unprecedented opportunity for the local community to purchase tickets for 30-50% off the regular general admission ticket price to the two major events that comprise the Sonoma Wine Country Weekend.

"We recognize the support of our local community for the wine industry, and are thrilled to give them the opportunity to take part in [Sonoma County's biggest wine and food event](#) by offering special pricing," explained Honore Comfort, Executive Director of Sonoma Wine Country Weekend.

Specially priced, pre-sale tickets for sponsor [Visa Signature](#)® cardholders will also be available. Pre-sale tickets can be purchased at www.SonomaWineCountryWeekend.com. For the "Locals" ticket price, Sonoma County residents need to enter the word "LOCALS" in the promo code box and use their Sonoma County zip code during check out. To take advantage of special Visa Signature ticket discounts, cardholders must make their purchase using a Visa Signature card.

Sonoma Wine Country Weekend tickets will go **on sale to the public beginning June 1, 2010** at www.SonomaWineCountryWeekend.com. At that time a full slate of special pricing and offers will also be available to [Visa Signature](#)® cardholders, as part of their event sponsorship.

Three Days. Two Hundred Wineries and Chefs. One Unforgettable Sonoma Experience

Sonoma Wine Country Weekend combines two of Sonoma's most prestigious wine and food events; the **31st Annual Taste of Sonoma at [MacMurray Ranch](#)** and **18th Annual Sonoma Valley Harvest Wine Auction Presented by [Trilogy Glass & Packaging](#)** with a series of intimate winemaker-hosted lunches and dinners. In all, more **than 200 acclaimed vintners, growers and chefs will participate** in the three day pre-harvest celebration and fundraiser, which to date has raised more than \$10 million for local charities.



This year's festivities, including the California Beach Party-themed auction, will be presided over by **Honorary Chair, St. Francis Winery & Vineyards**. Visit www.SonomaWineCountryWeekend.com for event details and participants.

About Sonoma Wine Country Weekend Sponsors

The 2010 Sonoma Wine Country Weekend is presented by Visa Signature®. Visa Signature cardholders will receive exclusive savings and perks throughout the event. From benefits that save time to benefits that help to safeguard purchases, Visa Signature helps cardholders get the most out of life.

In addition to Visa Signature, the 2010 Sonoma Wine Country Weekend is being made possible by the following sponsors: Caliber WinePak, MacMurray Ranch Vineyards, Trilogy Glass & Packaging, Wine Spectator, San Francisco Magazine, Cline Cellars and Jacuzzi Family Vineyards. For a complete list of beneficiaries and sponsors of the 2010 Sonoma Wine Country Weekend, please visit www.SonomaWineCountryWeekend.com.

About Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates 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 through the Sonoma Valley Harvest Wine Auction. For more information on the SVVGA and SVVGF, please call 707-935-0803 or visit www.SonomaValleyWine.com.

About Sonoma County Vintners

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. www.SonomaWine.com.

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