



FOR IMMEDIATE RELEASE:

**SONOMA VALLEY VINTNERS & GROWERS ALLIANCE
JOINS FORCES WITH GLODOW NEAD COMMUNICATIONS**

San Francisco-based Public Relations Firm Hired To Promote

Sonoma Valley Wines and Grapes

SONOMA, Calif. (May 12, 2005) – Today, the Sonoma Valley Vintners & Growers Alliance announced the hiring of Glodow Nead Communications. The San Francisco-based public relations firm will perform a key role in the implementation of an aggressive marketing and public relations campaign created to increase the profile and recognition of Sonoma Valley wines and the value of Sonoma Valley grapes – the new campaign was presented to SVVGA members earlier this year.

“We are excited to be working with Glodow Nead Communications. Their creative, strategic approach and successful track record of generating quality media attention will be a real asset to SVVGA members,” said Jonnie McCormick, Executive Director of the Sonoma Valley Vintners & Growers Alliance. “We also feel there are great synergies to be gained through GNC’s relationships with their other locally-based clients like the Sonoma Valley Visitor’s Bureau and the Sonoma Valley Film Festival.”

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.

17964 Sonoma Highway, Sonoma, CA 95476 (707) 935-0803 FAX (707) 935-1947 sonomavalleywine.com

Since 1973, Glodow Nead Communications has provided comprehensive publicity, public relations, and media relations services for a diverse array of clients that includes entertainment and cultural events, wineries and craft breweries, destination restaurants, corporations and businesses, high-profile individuals, hotels, consumer products, commercial real estate, non-profit organizations, public agencies and trade associations. GNC is an experienced, connected, results-oriented company that consistently takes its clients appreciably beyond the expected range of media coverage.

Formed in 1992 by merging the Sonoma Valley Vintners Association and the Sonoma Valley Grape Growers Association, the Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization comprised of hundreds of vintners and growers whose mission is to promote Sonoma Valley wines and grapes, support cooperation and collaboration among valley vintners and growers, and to develop community awareness of the industry. For more information on the SVVGA, please call 707.935.0803 or visit our Web site at www.sonomavalleywine.com.

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