



FOR IMMEDIATE RELEASE:

Mural Honoring Sonoma Valley's Wine Industry To Grace Sonoma Plaza Extraordinary Public Art Installation Will Begin This Spring

SONOMA, Calif. (January 23, 2006) – The Sonoma Valley Vintners & Growers Alliance (SVVGA), in partnership with the Sonoma Plaza Foundation, has commissioned a large-scale mural to be painted on the exterior wall of Mary's Pizza Shack located at 5 West Spain Street on historic Sonoma Plaza. The vibrant, detailed mural, designed by local artist William John Callnan III, depicts historic Sonoma Valley landmarks and commemorates the pioneers and modern day contributors of the Valley's most treasured industry – wine. Production of the mural will begin in early Spring with a planned completion of August 2006, just in time for the Sonoma Plaza Foundation's annual Red & White Ball.

“The SVVGA conceived of the idea for the mural as a way to honor the many Sonoma citizens involved in the wine industry and also to show the importance of the industry to the social and economic vitality of the Valley,” said Grant Raeside, Executive Director of the Sonoma Valley Vintners & Growers Alliance. “The mural will be both a wonderful tribute and a beautiful addition to the Sonoma Plaza.”

The mural, entitled ‘The Gift’, was chosen over 12 other designs by a mural selection panel comprised of SVVGA members and local artists from various Sonoma Valley organizations including the Sonoma Arts Guild, Sonoma Valley Museum of Art, and the Sonoma Community Center. The dimensionally enhanced mural will measure 15 feet wide by 20 feet tall and is appropriately designed in the shape of a grape cluster. Artist William John Callnan III

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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will use symbolism and bright vivid colors like those in traditional Mexican mural design in homage to the many Latinos who work in the Valley's wine industry. Images depicted in the mural include significant Sonoma Valley landmarks such as General Vallejo's house, Mission San Francisco Solano and City Hall, as well as the Bear Republic flag and the Valley of the Moon icon, the symbol used in the SVVGA's logo. "It's a reflective work of art showing a proud sense of community with people working together to offer the best of Sonoma Valley's wine industry." says Callnan. Working solo, Callnan will use a grid technique to transfer his design to the wall and anticipates the job will take approximately 1,200 hours to complete.

Denise Silver, President of the Sonoma Plaza Foundation says, "The Sonoma Plaza Foundation is delighted to be able to partner with the Sonoma Valley Vintners and Growers Alliance on this project. We feel this exceptional piece of public art will further enhance the Sonoma Plaza area and bring enjoyment to all who see it."

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. The annual Sonoma Valley Harvest Wine Auction is produced by the Alliance and has raised over \$4 million for local Charities over the last 13 years. For more information on the SVVGA, please call (707) 935-0803 or visit www.sonomavalleywine.com.

About the Sonoma Plaza Foundation

The Sonoma Plaza Foundation, sponsors of The Red and White Ball, was formed in 1991 to benefit the community of Sonoma. In addition to sponsoring community improvement, restoration and preservation projects in the Sonoma Plaza and surrounding areas, the Foundation also awards grants to non-profit organizations that provide direct services to residents of Sonoma Valley. An all-volunteer group with 100% of event proceeds going to select projects, the

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Sonoma Plaza Foundation has donated more than \$750,000 over the past 14 years. For more information, please call (707) 996-3885 or visit www.theredandwhiteball.com.

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