



**SONOMA VALLEY VINTNERS AND GROWERS ALLIANCE MAKES HISTORY  
WITH “PASSPORT TO SONOMA VALLEY PODCAST”**

**SVVGA is First Vintners and Growers Association to Post Video Podcast on Website and  
YouTube to Promote Wine Event**

Sonoma, CA (May 8, 2007) The Sonoma Valley Vintners & Growers Alliance went live today with “Passport to Sonoma Valley Podcast”, marking the first use of video podcasting by a vintners and growers group. The eight minute long “Passport to Sonoma Valley Podcast”, which appears on the SVVGA website and on YouTube (<http://www.youtube.com/watch?v=xRCCdGUORLo>), features several of Sonoma Valley’s landmark wineries previewing plans for the upcoming passport weekend. Scheduled for Sat-Sun, May 19<sup>th</sup>-20<sup>th</sup>, “Passport to Sonoma Valley” is the region’s first ever valley-wide passport event and is expected to draw thousands of visitors to the over 40 participating wineries and restaurants. The podcast, ticket purchase information and an overview of participating wineries and restaurants can be found on the Sonoma Valley Vintners and Growers Alliance website at [www.sonomavalleywine.com](http://www.sonomavalleywine.com).

SVVGA Executive Director Grant Raeside notes, “We’ve never done a valley-wide passport weekend before and we’ve certainly never done any kind of podcasting or blogging until now. However, a big part of our mission as an association is to promote our great wineries and grape growers, and in order to do that effectively in such a competitive tourism market, we need to stay innovative.”

Shot in an evening magazine format, the “Passport to Sonoma Valley Podcast” highlights iconic images of the world’s oldest wine valley as well as tours of Sebastiani, Ledson, Benziger and Landmark wineries. The podcast was produced by Emmy, Telly and Addy winning television producer and podcaster James Donnelly, who is the co-author of “Video Blogging”, considered the definitive book on the subject. “Passport to Sonoma Valley Podcast” is hosted by actor/winemaker Squire Fridell, who in addition to appearing in over 3000 television commercials owns and operates Sonoma Valley’s GlenLyon Winery.

**About “Passport to Sonoma Valley”**

“Passport to Sonoma Valley” will take place May 19<sup>th</sup> and 20<sup>th</sup> from 11:00am – 4:00pm at over 40 participating Sonoma Valley wineries. Tickets can be purchased in advance through the SVVGA office and website (707-935-0803, [www.sonomavalleywine.com](http://www.sonomavalleywine.com)) or at participating wineries on the day of the event. Advanced ticket prices are \$50/weekend, \$45/day and \$10/designated driver. Tickets purchased at

the event are \$60/weekend and \$55/day. On the day of the event, ticket holders needing to check in and receive their commemorative wine glass, as well as non ticket holders wishing to purchase tickets can do so at one of four designated locations: Viansa Winery at the southern entrance to the valley, St. Francis Winery to the north, Valley of the Moon Winery in the Heart of the Valley or Sebastiani Vineyards & Winery in the town of Sonoma.

**Passport to Sonoma Valley ticket holders will receive:**

- Commemorative wine glass
- Unlimited wine tasting at over 40 wineries
- Preferred access to pre-release, library and winery-only wines
- Special pricing on select wines
- Discounts and/or waived corkage on Sonoma Valley wines at participating restaurants
- Entry into grand prize drawing for Sonoma Valley Weekend Getaway Package
- Gourmet food pairing
- Live music
- Tours
- Activities
- Wine Education

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

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization. Hundreds of vintners and growers share 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 [www.sonomavalleywine.com](http://www.sonomavalleywine.com).

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