



FOR IMMEDIATE RELEASE:

13th Annual Sonoma Valley Harvest Wine Auction Keeps its Cool

Donation from Peterson Mechanical to Tame the Weekend Temperatures

SONOMA, Calif. (August 22, 2005) – The Sonoma Valley Vintners & Growers Alliance announced today that Les Peterson, of Peterson Mechanical, Inc. has purchased and is donating a complete cooling system to the Sonoma Valley Harvest Wine Auction, taking place over Labor Day weekend, September 2 - 4, at the Fairmont Sonoma Mission Inn & Spa. In the true spirit of the event, Peterson's generous contribution will ensure a comfortable and cool experience for the more than 500 auction-goers who will gather in the big tent on Sunday, September 4.

During the weekend, attendees will have the chance to experience winery tours with expert Sonoma Valley grape growers, a concert with Broadway legend Franc D'Ambrosio, a spirited wine county picnic, exquisite vintner-sponsored dinners, and the grand finale -- the Sonoma Valley Harvest Auction. This year's auction will offer guests a unique opportunity to view entertaining skits presented by wine country's most recognized names, premium auction lots, and fine food and wine served throughout the day. All proceeds from the auction will benefit Sonoma Valley charities.

"We are thrilled and appreciative of the outpouring of contributions we have received this year from the local companies, vintners, growers and volunteers involved with the Sonoma Valley Harvest Wine Auction," said SVVGA Executive Director Jonnie McCormick. "The joy of giving is what makes it all worthwhile and Les Peterson's generous donation will be enjoyed by auction attendees for years to come."

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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Tickets for the 2005 Sonoma Valley Harvest Wine Auction cost \$250. Tickets are still available online, along with a detailed list of auction weekend events and prices, at www.sonomavalleywine.com or by calling 707.935.0803.

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. For more information on the SVVGA, please call 707.935.0803 or visit the Web site at www.sonomavalleywine.com.

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