



SVHWA Wrap Release

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Note to Editors: Color Slides Available.

Sonoma Valley Harvest Wine Auction Raises \$638,953 Sonoma Valley Charities to Benefit from Record Breaking Proceeds

(SONOMA, Calif.) - Generous, islandwear-clad wine lovers filled Sonoma Valley over Labor Day weekend and broke records with their paddles by raising well more than one-half million dollars at the ninth annual Sonoma Valley Harvest Wine Auction, September 1 - 3, 2001. Live auction totals of \$25,600 at the Saturday Vintners & Growers Picnic and \$592,100 at the Sunday Main Event combined with silent auction totals from the three-day event brought the grand total to record-breaking \$638,953. In nine years the Sonoma Valley Harvest Wine Auction has raised more than \$2.5 million to benefit Sonoma Valley charities.

More than 675 attendees gathered within the large auction tent at Sonoma Mission Inn & Spa as Auctioneer David Reynolds kicked-off the afternoon in Hawaiian garb, the uniform of the tropical-themed day. Reynolds then proceeded to rattle off descriptions of the 67 live auction lots and simultaneously drive lot prices higher while vintners paraded onto stage in attire ranging from pirate to islander to hula dancer.

The singular top lot of the day-raising \$49,000 and purchased by 49 bidders at \$1,000 each-was the "Gundlach-Bundschu Mystery Trip." Each bidder and a guest will go on a daylong trip to an undisclosed location with Jim Bundschu of Gundlach-Bundschu Winery. Bundschu hit the stage donning a multi-faceted ensemble of scuba, tennis, golf, beach and other recreational gear. The highest grossing lot of the day was "Fund-A-Need," a chance for hundreds of bidders to contribute, which resulted in \$110,600 raised for the Sonoma Community Health Center.

"What makes this event special is the sense of joy and celebration associated with it," stated Reynolds who has presided over every Sonoma Valley Harvest Wine Auction since its inception in 1993. "Everyone comes together and puts themselves out for the event. The vintners and growers on stage, the beneficiaries and their volunteers, and the local community. It all comes together in a delightful day that defines what it means to be a citizen of Sonoma Valley."



VINTNERS & GROWERS

"It really couldn't have been any better," said Jonnie McCormick, Sonoma Valley Harvest Wine Auction Director. "Everyone had a great time, the food was superb, the Sonoma Mission Inn, our staff and volunteers did a great job and the attendees were generous in the name of charity."

The 2002 Sonoma Valley Harvest Wine Auction weekend will take place again on Labor Day Weekend. For more information or to request an invitation call (707) 935-0803 or visit the Sonoma Valley Harvest Wine Auction Web site: www.sonomavalleywine.com

Top Ten Live Auction Lots (not including Fund-A-Need):

1. Gundlach-Bundschu "The Mystery Trip" - \$49,000 purchased by 49 separate bidders
2. John Lasseter's Secret Monster - \$29,000 purchased by Vance Sharp
3. Sonoma Valley Vintners & Growers Alliance "Best of the Valley" - \$28,000 purchased by Kathy Gerhard
4. Renaissance Cruises, American Airlines, Gloria Ferrer Champagne Caves "A Titanic Adventure" - \$24,000 purchased by Sanjay Varma
5. Las Madronas Vineyard, Backroads Adventures, American Airlines, Anthony Dias Blue "A Yeast in Provence" - \$20,000 purchased by Arleen Curry
6. MacRostie Winery and Vineyards "No Worries" - \$13,000 purchased by Kathy Gerhard
7. Tom & Marcy Smothers, Arrowood Vineyards "Running Aground" - \$12,000 purchased by Nancy Lasseter
8. Jim & Barbara Morris, American Airlines "Paddles of the Carribean" - \$11,500 purchased by Bob Stone
9. Renaissance Cruises "Mingle Amid the Bounty" - \$11,500 purchased by Charles John Smith
10. Caneel Bay Rosewood Hotels & Resorts, American Airlines "Isle Seat" - \$11,000 purchased by Bob Stone

Top Ten Live Auction Bidders and Total Amounts Bid, Location:

1. Kathy Gerhard \$41,000 Portland, OR
2. Vance Sharp \$32,300 Sonoma, CA
3. Tom Atwood \$30,000 Glen Ellen, CA
4. Linda Morris \$25,000 Sonoma, CA
5. Sanjay Varma \$24,000 Fort Worth, TX
6. Bob Stone \$22,500 Sonoma, CA
7. Mary Pat Michaels \$21,800 San Francisco, CA
8. Arleen Curry \$20,000 Glen Ellen, CA
9. Robert Heisterberg \$16,500 Glen Ellen, CA
10. Nancy Lasseter \$15,500 Sonoma, CA