



## **SVHWA Main Release**

**NEWS - For Immediate Release:** July 2002

**SVVGA Office:** 707-935-0803

**Note to Editors:** Color Digital Images, Photos and Poster Artwork immediately available online, via email or overnight.

## **Sonoma Valley Wine Auction To Celebrate Ten Years This Labor Day Weekend**

(SONOMA, Calif.) - The Sonoma Valley Vintners & Growers will blast to the past at the 10th annual Sonoma Valley Harvest Wine Auction on Labor Day weekend August 30 - September 2, 2002. The four-day event, which includes sit-down wine tastings, winery dinners, cooking classes and demonstrations, a celebrity golf tournament, a barbecue picnic and a lavish Labor Day vineyard brunch, revolves around the Main Event Live Auction on Sunday, September 1, 2002 at the Sonoma Mission Inn & Spa Country Club (Sonoma National Golf Course).

The 2002 auction theme At the Hop! features a retro look back to the '50s-those good old days of sock hops, penny loafers, '57 Chevys, leather jackets, soda fountains, Elvis and good, clean rock n' roll. More than 40 Sonoma Valley wineries will be featured and again this year, vintners and winemakers will get into the spirit of the theme by dressing the part on stage in their poodle skirts, rolled up jeans and white t-shirts-you might even see some blue suede shoes. More than 100 lots of wine, travel and creative dining experiences will be sold over the charity auction event weekend.

"We're having a lot of fun looking back at the evolution of our auction over the past 10 years," said Jonnie McCormick, Sonoma Valley Harvest Wine Auction (SVHWA) Director, "Many of our vintners have been a big part of the Sonoma Valley Harvest Wine Auction since it was born in 1993 and their generosity has continued for an entire decade. This year, while we work to raise thousands of dollars for local charities, auction attendees will enjoy a nostalgic, and really fun, 1950s themed event." To date, the SVHWA has raised \$2.4 million for Sonoma Valley charities.

A preview of 2002 wine auction antics was captured in the event's annual promotional poster which features close to 40 named vintners clad in letter jackets, rolled up jeans, poodle skirts, loafers and the like gathered in front of the historic Sebastiani Theater around a collection of authentic 1950s hot rods on one of downtown Sonoma's main drags: First Street East. The vintners this year have a simple wish that is expressed in the



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tag line of the collector's item poster, "If only we aged as well as our wine." The poster can be viewed online at [www.sonomavalleywine.com](http://www.sonomavalleywine.com) and is available for purchase.

**Main Event Live Auction - Is he the cat's pajamas or just the coolest cat on the East Side?** Auctioneer David Reynolds, along with Event Chair Anthony Dias Blue of *Bon Appetit* magazine, will preside over the irreverent and upscale Main Event Live Auction, Sunday, September 1 at the world-renown Sonoma Mission Inn & Spa Country Club (Sonoma National Golf Course). Wine tasting, hors d'oeuvres and a silent auction begin the event at 1:00 p.m. and then the lively auction begins with the traditional parade of vintners. Appearances throughout the afternoon will include local celebrities and industry insiders such as Tommy Smothers, "Toy Story" Director John Lassiter, KPIX Channel 5's Roberta Gonzales, KGO radio's Gene Burns and KABL radio's Mike Cleary. The day concludes with a lavish gourmet buffet prepared by the Sonoma Mission Inn's culinary team and dancing under the stars to the '50s doo-wop tunes of the Pointless Sisters. Tickets: \$250 per person.

**Golf Tournament -** The tenth annual auction weekend will be kicked off by a "Celebrity" golf tournament on Friday, August 30 at the Sonoma Mission Inn & Spa Country Club (Sonoma National Golf Course). Tournament is a scramble format with a shotgun start. Lots of prizes including a Mercedes Benz for the first hole in one. An awards ceremony with wine and hors d'oeuvres caps the day. Tickets: \$250 per person.

**Cooking with John Ash at Ramekins -** Also on Friday, August 30, a totally Sonoma cooking class for this totally Sonoma event. John Ash, one of wine country's most celebrated chefs will conduct a demonstration-style cooking class at Ramekins Cooking School. A menu of great late-summer fare paired with Sonoma Valley wines will be prepared and attendees will get pointers as well as tastes. Tickets: \$75 per person.

**Picnic - SVHWA 2002** will feature, on Saturday afternoon, August 31, 2002, the Sonoma Valley Vintners & Growers Picnic at the elegant and recently renovated Sebastiani Winery in Sonoma. The relaxing preview to Sunday's main event includes a home-style barbeque, silent and mini live auctions and live entertainment by our version of the "King of Rock 'n Roll." Tickets: \$75 per person.

**Winery Dinners -** Sonoma Valley Winery Dinners are also scheduled for Saturday, August 31. The intimate evening dinner parties at wineries and vineyard sites will be prepared by some of Sonoma's finest chefs and caterers. Barrel tastings, moonlit meals, themed menus... nifty, keen-great wine and eats are on the menus of the 17, elegant space-limited dinners. Tickets: \$160 per person.

**Wine Tasting Panels -** Bon Appetit Wine Tasting Panel and Lunch events will be moderated by Auction Chair Anthony Dias Blue on Saturday, August 31 at Atwood Ranch to focus upon Zinfandel and on Sunday, September 1 at B.R. Cohn Winery to take



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a ten-year look at Cabernet Sauvignon. Zinfandel Tasting tickets: \$90 per person.  
Cabernet Sauvignon Tasting tickets: \$125 per person.

Brunch - A Winery Brunch Finale is scheduled this year for Monday, September 2 at St. Francis Winery in Kenwood. Guests will enjoy chef cooking demos, creative beverages, a sumptuous brunch prepared by Chef Todd Muir, live music and vineyard vistas.  
Tickets: \$75 per person.

Tickets - Event tickets, which sell out early, range in price from \$75 to \$250. To purchase tickets visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com) or call (707) 935-0803.

The 2001 Sonoma Valley Harvest Wine Auction benefits the Sonoma Valley Hospital Foundation, Sonoma Valley Community Health Center, Valley of the Moon Boys & Girls Club, Vineyard Workers Services, Sonoma Valley Education Foundation, Kenwood Education Foundation, Sonoma Valley Mentoring Alliance, La Luz Center, El Nido Teen Center and Sonoma Ecology Center. Over the past nine years the event has raised more than \$2.4 million for local charities. Sponsors for the tenth annual event include American Airlines, Mercedes Benz, KPIX-Channel 5 TV, The Santa Rosa Press Democrat, Sonoma Mission Inn & Spa, Bon Appetit Magazine, The Lodge at Sonoma, Wine Country Living, Wine Enthusiast Magazine and Backroads. To request an invitation or for more information and full details call (707) 935-0803 or visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com).

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