



SVHWA Wrap Release

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SVVGA Office: 707-935-0803

Note to Editors: High Resolution Digital Images and Color Slides Available.

Sonoma Valley Wine Auction Raises Record Breaking \$641,000 Weekend Gross Receipts Top \$1 Million As Community-Based Charitable Giving Continues To Climb

(SONOMA, Calif.) - A decade of generosity was commemorated by auction attendees who raised well over one-half million dollars at the 10th annual Sonoma Valley Harvest Wine Auction (SVHWA), August 30 through September 2, 2002. Teeny boppers in poodle skirts, cheerleaders, dudes in rolled-up denim jeans and white t-shirts and Elvis (himself, or so it seemed) ruled over Labor Day weekend in Sonoma Valley. While gross receipts climbed over the \$1 million mark, live auction totals of \$25,600 at the Saturday Picnic and \$586,390 at the Sunday Main Event combined with silent auction totals from the three-day event brought the gross bidding totals to \$641,000. In 10 years, the SVHWA, produced by the Sonoma Valley Vintners & Growers Alliance, has raised more than \$3 million to benefit Sonoma Valley charities.

More than 650 attendees gathered within the large auction tent at Sonoma Mission Inn & Spa's Sonoma National Golf Course. "Things couldn't have been any better," said Auction Executive Director Jonnie McCormick, "our member vintners & growers, sponsors and volunteers really gave it their all. As a result, the attendees had a great time and showed their appreciation with their bidding paddles. We are just thrilled with the results!" The Sonoma Valley Vintners & Growers Alliance will distribute the proceeds from the event to several local charities later this year.

Auctioneer David Reynolds presided over the affair for the 10th time. "It was the most enjoyable event to date," stated Reynolds. "Now we're into our 'troubled teens' and who knows what's going to go on," he added referencing the passing of the 10th year of the auction. More than 75 live lots were auctioned off while vintners paraded onto stage in attire ranging from diner waitress to carhop to Carmen Miranda to Elvis.

The singular top lot of the day-raising \$60,000 and purchased by 2 bidders at \$30,000 each-was the "Pennies In Your Loafers Amidst the Lavender in Provence." Bill & Mabeth Sanderson won the lot which includes a trip to France and then the second place bidders Bill & Gerry Brinton asked if they could purchase another trip for the same price which doubled the bid for the lot. The highest grossing lot of the day was "Fund-A-



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Need," a chance for multiple bidders to contribute, which resulted in 96 bidders raising \$121,400 for children's health care.

The 2003 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. Lot 35 Las Madronas Vineyard, Backroads Adventures, American Airlines & Anthony Dias Blue - "Pennies In Your Loafers Amidst The Lavender In Provence" - \$60,000 purchased by Bill & Mabeth Sanderson of Sonoma, CA at \$30,000 and Bill & Gerry Brinton of Sonoma, CA at \$30,000.
2. Lot 52 Claire Elizabeth Webb & Bernie Hayden - "I Want It Now, Now, Now!" - \$30,000 purchased by Sanjay & Johanna Varma on behalf of The Sonoma Club, Sonoma, CA.
3. Lot 56 Benziger Family Winery, Imagery Estate Winery - "Big, Bad Benziger Boys Mystery Trip" - \$29,000 by 29 different bidders.
4. Lot 12 VALIC, American Airlines - "A Road Trip For The Whole Team" - \$19,000 purchased by John & Nancy Lasseter of Sonoma, CA.
5. Lot 32 Celebrity Cruises, American Airlines - "A Week Of Cruisin' " - \$17,000 purchased by Murlin Barker of West Covina, CA.
6. Lot 54 Jim & Barbara Morris, American Airlines - "Basking in Barbados" - \$15,000 purchased by Dan & Gloria Schaefer of Kenwood, CA.
7. Lot 41 Viansa Winery - "A Tuscan Holiday..." - \$14,000 purchased by Marc Cabi of Sonoma, CA.
8. Lot 30 Sonoma Valley Vintners & Growers Alliance - "Best of the Valley" - \$14,000 purchased by Robert Heisterberg & Susan Skinner of Glen Ellen, CA.
9. Lot 38 Kunde Estate Winery - "Shake, Rattle and Cabernet?" - \$12,000 purchased by Steve Hill of Sonoma, CA.
10. Lot 41B Black Bear Diner - "Family of Black Bears" - \$11,000 purchased by John & Nancy Lasseter of Sonoma, CA.
11. Lot 28 Pentimento Vineyards, Gary & Elsa Nelson - "Wanted: 20 Cowpokes!" - \$11,000 by Bill & Mabeth Sanderson of Sonoma, CA.

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

1. Bill & Mabeth Sanderson \$41,000 Sonoma, CA
2. John & Nancy Lasseter \$34,500 Sonoma, CA
3. The Sonoma Club, Sanjay & Johanna Varma \$30,000 Sonoma, CA
4. Bill & Gerry Brinton \$30,000 Sonoma, CA
5. Murlin Barker \$21,000 West Covina, CA
6. Ken & Linda Morris \$15,900 Sonoma, CA
7. Dan & Gloria Schaefer \$15,000 Kenwood, CA



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8. Marc Cabi \$14,000 Sonoma, CA
9. Robert Heisterberg & Susan Skinner \$14,000 Glen Ellen, CA
10. Steve & Gwen Hill \$12,000 Sonoma, CA

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