



12th Annual Sonoma Valley Wine Auction Grosses Record Amount of \$616,000

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SVVGA Office: 707-935-0803

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(SONOMA, Calif.) -- The 12th annual Sonoma Valley Harvest Wine Auction (SVHWA), held September 2 through September 5, 2004 celebrated the start of the harvest season and the continuation of enthusiastic and high energy community-based support with its annual cabaret of talent entitled, "Give My Regards to Chardonnay," a salute to Broadway. Attendees were regaled with a display of dancing and singing befitting of a Broadway musical review. Gross receipts totaled \$616,000, with Sunday's live lots totaling \$547,000, Sunday's silent lots totaling \$32,000, the Saturday picnic totaling a record-breaking \$36,000, and the golf tournament totaling \$1,700. The record fundraising Sunday main event combined with the fund in need, silent and live auction totals from the three-day event brought the gross bidding totals to \$616,000.

The top live auction lot was Lot #44 Tomorrow, Tomorrow in France offered by Carolina O'Hagin, Mike & Karrin Lee of Monticello Vineyards and American Airlines, going for \$20,500, whose bidders were Sharon Rosenbaum and Duane Gilbert. The top overall bidder for the event was Bob Stone whose contribution totaled \$47,200. In twelve years, the SVHWA, produced by the Sonoma Valley Vintners & Growers Alliance (SVVGA), has raised close to \$4 million to benefit Sonoma Valley charities.

More than 650 attendees gathered under the large auction tent at The Fairmont Sonoma Mission Inn & Spa. Highlight numbers included a Chicago-inspired version of "He Had it Coming" performed by a bevy of vintner beauties called Magnum Force, and a Sound of Music review by Gundlach Bundschu Winery. "Our acts get better and better every year and I am so pleased with the continued generosity of the attendees," stated Auction Director Jonnie McCormick. "We remain a unique event in that our members truly dig deep to find their inner performer and give generously of their time and resources to make this a successful and FUN event." The Sonoma Valley Vintners & Growers Alliance (SVVGA) will distribute the proceeds from the event to several local charities later this year.

Auctioneer David Reynolds of Reynolds & Buckley presided over the affair for his 12th consecutive year. "Of all the auctions I go to, this is by far the most spirited and unique,



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and I'm continuously impressed by the passion of the growers and vintners of Sonoma Valley," he stated. "It's a marathon five hours of auctioneering, but the atmosphere is contagious with enthusiasm."

SVVGA President Ned Hill stated, "The continued success of the Harvest Wine Auction demonstrates the commitment of the SVVGA and the community in Sonoma Valley to support charities at a time when it's becoming more difficult to do so."

The 2005 Sonoma Valley Harvest 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 Harvest Wine Auction website: www.sonomavalleywine.com.

Live Lots:

Lot #55 – Tomorrow, Tomorrow in France, trip to Brittany compiled by Montecillo Vineyards sold to Sharon Rosenbaum and Duane Gilbert for \$20,500

Lot #69 – My Fair Lady, the cow mad of corks with Charles Creek Vineyard and Ravenswood with a winning sold to Bill Brinton of Charles Creek for \$16,000

Lot #50 – The Full Monty, the best rated wines of Sonoma Valley from the top wine publications sold to Bill Brinton for \$15,000

Lot #53 – Islands in the Sun, a vacation for 10 people in Montego Bay, Jamaica sold to Christopher Hoover for \$15,000

Lot #26 – Neverland in Ireland, a six-day cycling trip in Connemara, Ireland sold to Arleen Curry for \$13,000

Top Five Live Auction Bidders and Total Amounts Bid:

- #1 Bob Stone \$47,200
- #2 Bill & Gerry Brinton \$31,000
- #3 Christopher Hoover \$22,325
- #4 Sharon Rosenbaum \$20,500
- #5 Eugene & Ethel Daly \$20,500

Beneficiaries for this year's auction include: El Nido Teen Center, Kenwood Education Foundation, La Luz Center, Operation Youth, Sonoma Community Center, Sonoma Valley Community Health Center, Sonoma Valley Education Foundation, Sonoma Valley Hospital Foundation, Sonoma Valley Mentoring Alliance, Valley of the Moon Boys & Girls Club and Vineyard Workers Services.

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