



FOR IMMEDIATE RELEASE:

SONOMA VALLEY VINTNERS & GROWERS ALLIANCE

TO AWARD \$10,000 IN COLLEGE SCHOLARSHIPS

Scholarship Funds Available for College-Bound Children

Of SVVGA Member Businesses' Employees

SONOMA, Calif. (April 7, 2005) – The Sonoma Valley Vintners & Growers Alliance is currently accepting applications for this year's SVVGA College Scholarship – applications are due on April 29. Don Chase, President of the SVVGA, announced that \$10,000 in scholarship funds is available for high school seniors within the Sonoma Valley Unified School District who have at least one parent employed by a winery or vineyard within the Sonoma Valley appellation. Eligible students must be planning to attend an accredited 2 or 4-year college in the fall of 2005.

Applicants are required to submit, along with an application form, the following materials: a letter of recommendation from a member of the Sonoma Valley High School faculty, a letter from an employer verifying a parent was, or is employed at a Sonoma Valley vineyard or winery for at least six months since April 1, 2004, a letter of acceptance from a 2 or 4-year accredited college for the start of the fall 2005 school year, and a one-page essay entitled "Why the SVVGA Scholarship Committee is Important to my Educational and Career Goals".

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.

Selected students will be invited to an interview with the SVVGA Scholarship Committee during the month of May. Selection of scholarship recipients will be based on a combination of factors including high school academic record, financial need considerations, submitted letter of recommendation and written essay, as well as interview performance. Scholarships will be awarded at the High School Awards ceremony in June. Money will be disbursed to recipients in equal installments by semester or quarter during the first school year. Students will be required to provide the SVVGA with a report on their progress following the completion of their first year of school.

For a complete list of eligibility requirements or to request a scholarship application form, please contact the SVVGA offices at 707.935.0803.

Formed in 1992 by merging the Sonoma Valley Vintners Association and the Sonoma Valley Grape Growers Association, the Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization comprised of hundreds of vintners and growers whose mission is to promote Sonoma Valley wines and grapes, support cooperation and collaboration among valley vintners and growers, and to develop community awareness of the industry. For more information on the SVVGA, please call 707.935.0803 or visit our Web site at www.sonomavalleywine.com.

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