



FOR IMMEDIATE RELEASE

May 4, 2011

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Journalists: High-Resolution Event Artwork
Immediately Available

Sonoma Locals Get Early Access to Sonoma Wine Country Weekend Tickets

Fourth Annual Labor Day Weekend Event Set for September 2 – 4, 2011
to Celebrate Sonoma Wine, Food and Lifestyle Presented by Visa Signature

(Sonoma County, CALIF.) — Sonoma County residents get first dibs on specially-priced tickets to **Sonoma Wine Country Weekend**. These “locals” tickets go on sale **Sunday, May 1, 2011**, a full month before tickets go on sale to the general public. **Sonoma Wine Country Weekend**, the premier wine and epicurean event that showcases the birthplace of California wine, is set for **Labor Day Weekend September 2 – 4, 2011**. **Visa Signature®** is the Presenting Sponsor of Sonoma Wine Country Weekend.

“While visitors are a huge part of Sonoma Wine Country Weekend, we want to recognize the Sonoma County residents who support our local wine industry by attending our event that celebrates the vineyards, wines and food culture unique to our region,” said **Honore Comfort, Sonoma Wine Country Weekend Co-Producer**.

“To acknowledge residents of Sonoma County for their support, we have a tradition of an advance ticket sales period with very special pricing,” said **Maureen Cottingham, Sonoma Wine Country Weekend Executive Director**, “Because some of the events on the schedule fill up early, the timing is also a nice benefit for the people in our community who support us year-round.”

Discounted tickets are available while supplies last for Sonoma County residents only. Locals tickets to **Taste of Sonoma at MacMurray Ranch®** are \$75 (\$150 General Public) while tickets to the **Sonoma Valley Harvest Wine Auction** sponsored by **Trilogy Glass & Packaging** are \$350 (\$500 General Public). To obtain the special “locals” pricing, residents of Sonoma County can go to www.SonomaWineCountryWeekend.com and use the promotion code “LOCALS” and their Sonoma County zip code at checkout. A maximum of four specially-priced tickets is allowed per address.

Produced in partnership by the **Sonoma Valley Vintners & Growers Foundation** and the **Sonoma County Vintners**, the 2011 Sonoma Wine Country Weekend event features the **Taste of Sonoma at MacMurray Ranch**, the **Sonoma Valley Harvest Wine Auction** and an assortment of intimate and exclusive winery lunch and dinner parties at multiple locations throughout Sonoma County.

Proceeds from Sonoma Wine Country Weekend support Sonoma County non-profit organizations; to date a cumulative total of more than \$10 million has been donated directly to Sonoma non-profits by the local wine community.

Tickets, which range from \$85 to \$500 per person, will go on sale to the public June 1, 2011. Presenting Sponsor Visa Signature is now offering cardholders event perks and savings, including access to an exclusive ticket presale. For more information visit www.SonomaWineCountryWeekend.com.

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2011 Sonoma Wine Country Weekend Schedule At-A-Glance

Friday, September 2 and Saturday, September 3 – Winery Lunch and Dinner Parties

12:30 p.m. – Winery Lunch Series, sponsored by TricorBraun WinePak

6:30 p.m. -- Winery Dinner Parties, sponsored by TricorBraun WinePak

Saturday, September 3 – Taste of Sonoma at MacMurray Ranch, Healdsburg

11 a.m. - 4 p.m. – Taste of Sonoma at MacMurray Ranch

Sunday September 4 – Sonoma Valley Harvest Wine Auction at Cline Cellars, Sonoma and Winery BBQ's

12:30 p.m. – Winery BBQs across Sonoma County

1 p.m. – 7 p.m. Sonoma Valley Harvest Wine Auction, sponsored by Trilogy Glass & Packaging

2:30 p.m. – Live Auction

Tickets (Sonoma County Locals Tickets Available While Supplies Last)

Tickets On Sale: May 1, 2011 (Sonoma County Locals) June 1, 2011 (General Public)

Winery Lunches: \$85/person; **Winery Dinner Parties:** \$160/person

Specialty Varietal and Chairman's Dinners: \$175/person

Taste of Sonoma at MacMurray Ranch®: \$75/person (Locals) \$150/person (General), \$195/person (Grand Reserve)

Winery BBQs: \$85/person

Sonoma Valley Harvest Wine Auction: \$350/person (Locals) \$500/person (General)

*** Special Visa Signature Cardholder pricing and benefits available at www.SonomaWineCountryWeekend.com**

About Visa Signature®

Sonoma Wine Country Weekend is presented by **Visa Signature**, a premium consumer payment card bringing cardholders instant access to dozens of perks in addition to the points, miles, or cash back they may already earn. Cardholder perks include access to and discounts at Sonoma Wine Country Weekend, complimentary 24-hour concierge services to assist with travel and entertainment planning, exclusive hotel perks through the Visa Signature Luxury Hotel Collection, and much more. For complete information visit www.visa.com/signature.

About MacMurray Ranch

Nestled in the heart of the Russian River Valley, the historic MacMurray Ranch is home to award-winning Pinot Noir, Chardonnay and Pinot Gris. MacMurray Ranch crafts a collection of elegant, expressive wines from cool-climate vineyards in premier growing regions. Look for MacMurray Ranch at fine wine shops and dining establishments nationwide, or visit us online at www.macmurrayranch.com.

About 2011 Sonoma Wine Country Weekend Sponsors and Beneficiaries

A partnership **between Sonoma Valley Vintners & Growers Foundation and Sonoma County Vintners**, Sonoma Wine Country Weekend is California's premier wine, food and social event, taking place on Labor Day weekend each year. The events comprising Sonoma Wine Country Weekend have raised over \$10 million in support to local charities that benefit students, children, farm workers and people in need. The 2011 Sonoma Wine Country Weekend is presented by Visa Signature®. In addition to Visa Signature, Sonoma Wine Country Weekend sponsors include: TricorBraun WinePak, MacMurray Ranch®, Trilogy Glass & Packaging, Wine Spectator, Wall Street Journal, San Francisco Magazine, Cline Cellars and Jacuzzi Family Vineyards. For a complete list of beneficiaries and sponsors, please visit www.SonomaWineCountryWeekend.com.

About Sonoma Valley Vintners & Growers Alliance and Foundation and Sonoma County Vintners

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 members who share a mission to promote awareness of Sonoma Valley's grapes, wine, and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over \$8,000,000 for local Sonoma Valley charities. For more information on the SVVGA and SVVGF, please visit www.SonomaValleyWine.com.

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 175 wineries of all sizes throughout the county. Learn more about SCV at www.SonomaWine.com.

Journalists: High-resolution artwork is immediately available. For more information, to speak with an event representative or to inquire about press credentials for the 2011 Sonoma Wine Country Weekend please email or call **Lisa Adams Walter at (707) 255-0300 or lisa@adamswalter.com**.