

**For Immediate Release**



## **Sonoma's Premiere Event Celebrates 15<sup>th</sup> Anniversary Labor Day Weekend, August 31-September 2**

### **Sonoma Valley Harvest Wine Auction**

#### **Marks 15 Year Milestone with Expanded Venues, New Events and Unprecedented Auction Lots**

**Sonoma, CA** (June 11, 2007) **Sonoma Valley Vintners and Growers Foundation (SVVGF)** has announced that tickets are now on sale for their **2007 Sonoma Valley Harvest Wine Auction Weekend scheduled for Labor Day weekend (August 31- September 2)** at locations throughout the valley. This year marks the milestone 15<sup>th</sup> anniversary of Sonoma's premier wine classic and fundraiser, which was launched by the SVVGF in 1993 to showcase the wine, grapes, food and lifestyle of California's oldest wine region. Celebrated as the wine auction that puts the *fun* in fundraising, this year's Sonoma Valley Harvest Wine Auction theme is "The Wild Bunch...is that a Magnum in your holster, or are you just happy to be in Sonoma Valley?"; a theme that will be played out in a series of ribald skits and performances that have made this live auction legendary. Interested parties can view lodging options and purchase VIP weekend packages and individual event tickets online at [www.sonomavalleywine.com](http://www.sonomavalleywine.com). **Due to the limited availability of weekend packages, event tickets and local lodging, early registration and purchase are highly recommended.**

Since its inception 15 years ago, the Sonoma Valley Harvest Wine Auction Weekend has established itself as one of the nation's top wine auctions, drawing visitors from all over the world to the three day wine classic and fundraiser. In addition to showcasing Sonoma's unparalleled wine quality and unrivaled hospitality, the Sonoma Valley Harvest Wine Auction has donated more than five million dollars in vital funding to local charities serving children, vineyard and hospitality workers, their families, and community healthcare.

This year's auction weekend will be presided over by honorary co-chairs **Richard and Alis Arrowood** of Arrowood Vineyards and Winery. Major Sponsors for the 2007 Sonoma Valley Harvest Wine Auction Weekend include presenting sponsor **Nelson Staffing**, and winemaker sponsors **Farella, Braun + Martel, Trilogy Glass & Packaging. American Airlines, California Wine Tours, Fairmont Sonoma Mission Inn & Spa, NBC 11-TV, The Lodge at Sonoma, San Francisco Magazine and Wine Country Party & Events.**

In the wake of a record breaking 2006 auction -- which saw a 30% increase in total monies donated and the largest ever single bid of \$100,000 by the Benziger Family for grape grower Bob Sangiacomo's last vintage -- the venue for this year's live auction has been moved to the grounds of Cline Cellars to better accommodate the expected increase in attendance. Also new this year is *Palate*, Friday night's six course culinary extravaganza featuring the artisan talents of Sonoma Valley's top vintners and local celebrity chefs.

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## **2007 Harvest Wine Auction Weekend Schedule:**

### **Palate – New Event**

*A Palate Pleasin' Party Showin' off Sonoma Valley's Fanciest Food and Wine*

Friday, August 31

5:30 pm -11:00 pm

*The Fairmont Sonoma Mission Inn & Spa*

Sit down to dinner with a super-posse of twelve vintners and six chefs. They'll be trottin' out their thoroughbreds: twelve vineyard-designate wines paired with six amazin' courses! You'll hit the mother lode in an auction of limited-edition bottles of the featured wines. Like to hoof it? This is the only shindig in the Valley where you can boot scoot the night away. Line up fast – this is a VIP party you won't want to miss! **\$200 per person.**

### **Taste of Sonoma Valley**

Saturday, September 01

1:00 pm - 4:00 pm

*Depot Park, Sonoma*

Sonoma Valley's biggest wine and food festival ain't just putting on airs. This is the real deal, with an outfit of over 35 wineries pouring over 100 wines and grub from over 30 of the Valley's bang-up restaurants. This fandango is top-notch, held in the shade of the sycamores at Depot Park, just off the plaza. It's a fun shindig with a silent auction of large format bottles, beautiful art and memorable wine country experiences. Enjoy the sounds of a honky tonk band while mixin'-n-minglin' with like-minded buckaroos from near and far. Miss this and you'll be lonely as a preacher on pay night. **\$45 per person.**

### **Winemaker Dinners**

Saturday, September 01

6:00 p.m.

*Private Homes and Wineries throughout Sonoma Valley*

...aah, life in the Big Valley! Want to feel like a local or a movie star? Join Sonoma's most hospitable winemakers and grape growers on their turf, for the most memorable evening! They'll pull out their best bottles, team up with their favorite chefs and share a slice of Sonoma Valley heaven. It's a little invite to some of our most-wanted patios, porches, cellars and mountain tops, with a chance to hobnob with a passel of interesting folks! Seats are mighty precious at these parties, so pony up fast! **\$160 per person.**

### **15th Annual Sonoma Valley Harvest Wine Auction – New Venue**

Sunday, September 02

*Cline Cellars, Sonoma*

An outrageously entertaining, rip-snorter of fun and frivolity, the 15th Annual Harvest Wine Auction is one of the top charity wine events in the country. This year, the Sonoma Valley Vintners' and Growers' Wild Bunch saddles up and joins together to rope in and fork over fists full of much-needed dollars to community organizations. So far, we've fetched over five million bucks – no foolin'! Cowboy up! and raise a paddle to some of the finest loot our vintners, growers and sponsors can rustle up. Mosey on over and see for yourself -- is that REALLY a magnum in that holster, or...? **\$500 per person**

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### **Auction Lot Highlights:**

Go Green in Style: 2007 Toyota Prius and Dinner for 12: Winning bidder will win a brand new hybrid Toyota Prius and dinner for 12 presented by biodynamic viticulture pioneers, Benziger Family Winery in partnership with the Sonoma Valley Mentoring Alliance.

Insiders Visit to Spain: Eva Bertran, Executive Vice President of Gloria Ferrer Winery hosts an “insiders” trip to Spain, including airfare, accommodations, winery tours, winemaker dinner, beach outings and back roads adventures.

Grow Your Own: The Robledo family will personally plant and manage a vineyard on the winning bidder’s Sonoma County property. Package includes: vineyard development and one year’s management (does not include land purchase).

Sun & Snow in Idaho: A one week vacation package for four to Landmark Vineyards owners’ Mike and Mary Colhoun’s mountain getaway includes: airfare, golf or ski package (depending on season) and Landmark wine.

Best of Valley Wine Lot: A highly-anticipated, one-of-a-kind collection of Sonoma Valley’s limited edition 90+ scoring and gold medal winning wines.

### **Ticket Packages:**

#### **“Head Honcho” Package:**

- Deluxe Hotel Accommodations at Weekend Host Hotel: The Fairmont Sonoma Mission Inn & Spa for four nights (Thursday, August 30th – Monday, September 3rd)
- Invitation for two to VIP Party at a Private Sonoma Valley Home, Thursday, August 30th
- 2 tickets to Palate, Friday, August 30th, premier seating
- 2 tickets to Taste of Sonoma Valley, Saturday, September 1st
- 2 tickets to Winemaker Dinner, Saturday, September 1st, preferred choice
- Limousine transportation to and from the Harvest Wine Auction at Cline Cellars
- Invitation to brunch in Cline Cellars Barrel Room catered by Santé Restaurant
- Invitation to Shots at High Noon Party at the Cline Cellars Train Car Deck
- 2 tickets to the Harvest Wine Auction, Sunday, September 2nd, premier seating with personal tableside sommelier and Sonoma Valley Winemaker (optional)
- Express registration and checkout at the Harvest Wine Auction at Cline Cellars
- One mixed case of select Sonoma Valley wines delivered upon arrival
- Sonoma Valley Gift Bag filled with delicacies and weekend mementoes

**Package per couple is \$6000.00.** Limited availability, visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com) to purchase.

#### **”Hombre” Package:**

- Invitation for two to VIP Party at a Private Sonoma Valley Home, Thursday, August 30th
- 2 tickets to Palate, Friday, August 30th, premier seating
- 2 tickets to Taste of Sonoma Valley, Saturday, September 1st
- 2 tickets to Winemaker Dinner, Saturday, September 1st, preferred choice
- Invitation to brunch in Cline Cellars Barrel Room catered by Santé Restaurant, Sunday, September 2nd
- Invitation to Shots at High Noon Party at the Cline Cellars Train Car Deck, Sunday, September 2nd
- 2 tickets to the Harvest Wine Auction, Sunday, September 2nd, premier seating with personal tableside wine sommelier and Sonoma Valley Winemaker (optional)
- Express registration and checkout at Harvest Wine Auction at Cline Cellars
- One mixed case of select Sonoma Valley wines
- Sonoma Valley Gift Bag filled with delicacies and weekend mementoes

**Package per couple is \$3000.00.** Limited availability, visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com) to purchase.

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### **Ticket Packages (cont'd)**

#### **"Hopalong" Package:**

- Invitation to brunch in Cline Cellars Barrel Room catered by Santé Restaurant, Sunday, September 2nd
- Invitation to Shots at High Noon Party at the Cline Cellars Train Car Deck, Sunday, September 2nd
- 2 tickets to the Harvest Wine Auction, Sunday, September 2nd, premier seating with personal tableside wine sommelier and Sonoma Valley Winemaker (optional)
- Express registration and checkout at Harvest Wine Auction at Cline Cellars
- One mixed case of select Sonoma Valley wines
- Sonoma Valley Gift Bag filled with delicacies and weekend mementoes

**Package per couple is \$1500.00.** Limited availability, visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com) to purchase.

### **About the Sonoma Valley Vintners & Growers Foundation (SVVGF)**

The Sonoma Valley Vintners & Growers Foundation (SVVGF) is a unique non-profit organization. Hundreds of vintners and growers share a mission to promote Sonoma Valley wines and grapes, support cooperation and collaboration among vintners and growers, and develop community awareness of the industry. For more information on the SVVGA, please call 707-935-0803 or visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com).

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Media Contacts: Michael Coats 707-935-6203 [michael@coatspr.com](mailto:michael@coatspr.com) Marty LaPlante 707-939-1243  
[mlpspotzy@aol.com](mailto:mlpspotzy@aol.com)