



FOR IMMEDIATE RELEASE:

## **Sixty Fabulous Lots of Sonoma Valley Wine, Travel and Private Events**

### **Up for Bid at the 13<sup>th</sup> Annual Sonoma Valley Harvest Wine Auction**

#### ***Proceeds from Labor Day Weekend Event To Benefit Sonoma Valley Charities***

SONOMA, Calif. (August 11, 2005) – Attendees at the 13th Annual Sonoma Valley Harvest Wine Auction, taking place September 4 at the Fairmont Sonoma Mission Inn & Spa, will have the opportunity to bid on 60 extensive auction lots featuring rare collections of award-winning Sonoma Valley wine, such as the impressive “Bottles from the Board” lot that includes 181 bottles donated by board members of the auction’s charity partners, as well as exotic travel packages and exclusive private events. All proceeds from the auction benefit 13 worthy Sonoma Valley charities.

“Thanks to the generosity of our members, sponsors and charitable partners, this year’s auction lots are the most impressive ever,” said Don Chase, president of the Sonoma Valley Vintners & Growers Alliance. “The Sonoma Valley Harvest Wine Auction is a not-to-be-missed event for anyone who is passionate about wine, fun and charitable giving.”

Additional auction lot highlights include a 10-day cruise to the Galapagos Islands on Celebrity Cruises, a “Best of the Valley” collection of more than 100 highly rated Sonoma Valley wines, a San Francisco 49ers package including tickets to an out-of-town game and airfare on the 49ers team plane, and the “Big Debut” package that includes tickets to the Gala Preview of Pixar

**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.

17964 Sonoma Highway, Sonoma, CA 95476 (707) 935-0803 FAX (707) 935-1947 [sonomavalleywine.com](http://sonomavalleywine.com)

Animation Studio's 2006 release *Cars*, directed by Sonoma's own John Lasseter, a VIP tour of the rarely seen Pixar Studios and an elegant black tie dinner for two.

Beneficiaries of the 2005 Sonoma Valley Harvest Wine Auction include the Sonoma Valley Hospital Foundation, El Nido Teen Center, Valley of the Moon Boys & Girls Club, Sonoma Valley Education Foundation, Sonoma Valley Mentoring Alliance, Kenwood Education Foundation, Sonoma Ecology Center, F.I.S.H., Vineyard Workers Services, La Luz, Sonoma Community Center, Sonoma Valley Community Health Center, and the Willmar Center for Bereaved Children.

For a detailed description of the auction lots or to purchase tickets for the 2005 Sonoma Valley Harvest Wine Auction, please visit [www.sonomavalleywine.com](http://www.sonomavalleywine.com) or call 707.935.0803.

### **About the Sonoma Valley Harvest Wine Auction**

The Sonoma Valley's 55 wineries and 160 growers will join in celebrating their world-class wines at the 2005 Sonoma Valley Harvest Wine Auction on Labor Day weekend. This year's "Hollywood & Vines" themed party revisits the golden age of Hollywood cinema in a star-studded extravaganza featuring renowned Sonoma Valley winemakers and growers, attired in glorious '30s, '40s and '50s Hollywood period costumes. Fine wines and gourmet food provided by the Fairmont Sonoma Mission Inn & Spa will be served tableside throughout the event.

In addition to the auction, the weekend-long celebration includes numerous exceptional events, including a special concert by Broadway legend Franc D'Ambrosio at the Fairmont Sonoma Mission Inn & Spa, "A Day in the Vineyards," hosted by owner Pat Herron at Barricia Vineyard, the "Oklahoma" themed Vintners and Growers Picnic at Cline Cellars, and an array of Winemaker Dinners hosted by Sonoma Valley wineries.

### **About the Sonoma Valley Vintners & Growers Alliance (SVVGA)**

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization. It was formed in 1992 through a merger of the Sonoma Valley Vintners Association and the Sonoma Valley Grape Growers Association. Hundreds of vintners and growers are sharing a

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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 the Web site at [www.sonomavalleywine.com](http://www.sonomavalleywine.com).

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Media contact: Jeff Nead or Courtney Vaughn, Glodow Nead Communications,  
415-394-6500 or [courtney@glodownead.com](mailto:courtney@glodownead.com).

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