



THANK YOU, SONOMA!

Producers of 2nd Annual [Sonoma Wine Country](#) Weekend (September 4-6, 2009),
presented by Visa Signature,
**Offer Local Residents 50% Discount For Showcase: Taste of Sonoma
During Exclusive Pre-Sale, May 1- 31st**

Sonoma, Ca (May 1, 2009) -- In recognition of the local community's contribution to Sonoma's standing as one of the world's premier wine and food regions, producers of the Sonoma Wine Country Weekend are offering an exclusive pre-sale discount to Sonoma residents. **From May 1-31**, or while supplies last, **local residents (with proof of Sonoma County zip code) can purchase tickets to the 30th Annual Showcase: Taste of Sonoma, for just \$75 per person - a 50 percent discount** off the price that will be charged when tickets go on sale to the public on June 1.

Showcase: Taste of Sonoma, held Saturday, September 5 at Healdsburg's historic [MacMurray Ranch](#), is part of the highly anticipated Sonoma Wine Country Weekend, presented by [Visa Signature](#)® over Labor Day weekend, September 4-6 at various Sonoma venues. The [wine festival](#)'s activities culminate on Sunday with the 17th Annual Sonoma Valley Harvest [Wine Auction](#) at [Cline Cellars](#). An epicurean experience like no other; Showcase: Taste of Sonoma provides an unparalleled opportunity to sample offerings from more than 200 of Sonoma's world-class [wineries](#), chefs and food purveyors.

Along with discounted pre-sale tickets to Showcase: Taste of Sonoma for Sonoma County residents, the only other tickets available prior to the June public sale are the specially priced pre-sale tickets for sponsor Visa Signature's cardholders. To purchase tickets, visit www.SonomaWineCountryWeekend.com. **For the "Locals" discount, Sonoma County residents need to enter the word "LOCALS" in the promo code box and use their Sonoma County zip code while checking out. Use your Visa Signature card to take advantage of exclusive ticket and package discounts.**

For those planning to attend the full weekend of activities, note that all Sonoma Wine Country Weekend event tickets, weekend passes and packages will go on sale to the public on June 1, 2009 at www.SonomaWineCountryWeekend.com. At that time a full slate of special pricing and offers will be available to Visa Signature cardholders, as well.

In making the announcement, **Sonoma Wine Country Weekend Executive Producer Maureen Cottingham** noted, “We’re thrilled to be able to show our appreciation to the local Sonoma residents who, through their advocacy, patronage and enthusiasm, have contributed immeasurably to the success and prestige of Sonoma’s artisan food and [wine industry](#). We look forward to celebrating the best of our local flavor with them at this year’s Showcase: Taste of Sonoma.”

Three Days. Two Hundred Wineries and Chefs. One Unforgettable Sonoma Experience: Sonoma Wine Country Weekend, September 4-6, 2009

One of the country’s top [wine](#) and [food events](#), Sonoma Wine Country Weekend brings together hundreds of artisan growers, vintners and culinary stars in a series of events that showcase the breadth and diversity of Sonoma’s distinct wine regions, while **raising more than \$10 million for local charities**. For three days, visitors from all over the world converge in the birthplace of California wine for a pre-harvest celebration that combines two of Sonoma’s signature events – the prestigious Showcase: Taste of Sonoma and the iconic Sonoma Valley Harvest Wine Auction – with a series of intimate winemaker-hosted lunches and dinners. This is a unique “insider” opportunity to celebrate the harvest season and enjoy the bounty of more than 200 acclaimed growers, vintners and chefs who comprise Sonoma’s artisan wine and food community.

For detailed ticket and event information for Sonoma Wine Country Weekend, including information on the special savings and benefits available to Visa Signature Cardholders, please visit www.SonomaWineCountryWeekend.com.

About 2009 Sonoma Wine Country Weekend Sponsors and Beneficiaries

A partnership between Sonoma Valley Vintners & Growers Foundation and Sonoma County Vintners, Sonoma Wine Country Weekend is the area’s largest wine and food [fundraiser](#), having donated more than \$10 million to local charities that support students, children, farm workers and people in need.

About Visa Signature

The 2009 Sonoma Wine Country Weekend is presented by Visa Signature®, whose cardholders will receive exclusive savings and perks throughout the event. In addition to a choice of

numerous airline, hotel and other premium reward partners, cardholders enjoy access to around-the-clock complimentary concierge services; epicurean events and reservations at the hottest restaurants; premium merchant offers; and access to exclusive events such as the Olympics, Super Bowl and the Tony Awards, as well as preferred access and seating at local sporting events, concerts and movie screenings.

Other partners include Media Sponsors Wine Spectator, Gourmet Magazine and San Francisco Magazine; Executive Sponsor, The [Wines of MacMurray Ranch®](#) and [Trilogy Glass & Packaging, Inc.](#) ; Major Sponsors American Ag Credit, Sonoma County Winegrape Commission and Winery Sponsors, Rodney Strong Vineyards, Cline Cellars and Jacuzzi Family Vineyards. For a complete list of beneficiaries and sponsors of the 2009 Sonoma Wine Country Weekend, please visit www.SonomaWineCountryWeekend.com.

About Sonoma Valley Vintners & Growers Alliance and Foundation

The [Sonoma Valley Vintners & Growers Alliance](#) (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates 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 through the Sonoma Valley Harvest Wine Auction. For more information on the SVVGA and SVVGF, please call 707-935-0803 or visit www.SonomaValleyWine.com.

About Sonoma County Vintners

[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. www.sonomawine.com.

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