



FOR IMMEDIATE RELEASE

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Journalists: High-Resolution Event Artwork
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Sonoma Wine Country Weekend Set for September 2 - 4, 2011

Fourth Annual Labor Day Weekend Event to Celebrate
Sonoma Wine, Food and Lifestyle Presented by Visa Signature

(Sonoma County, CALIF.) — **Sonoma Wine Country Weekend**, the premier wine and epicurean event that showcases the birthplace of California wine, has been set for **Labor Day Weekend September 2 – 4, 2011**.

“Sonoma Wine Country Weekend is so much more than just another wine tasting,” said **Maureen Cottingham, Sonoma Wine Country Weekend Executive Director**, “We have created a premium, three-day destination event that celebrates the vineyards, wines, cuisine, culture, and characters that make Sonoma County the ultimate wine country destination.” **Visa Signature®** is the Presenting Sponsor of Sonoma Wine Country Weekend.

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.

“We are looking forward to another great year for Sonoma Wine Country Weekend, and expect most events to sell out, including the Taste of Sonoma,” said **Honore Comfort, Sonoma Wine Country Weekend Co-Producer**, “We are adding several new and interesting twists to the events this year, and I know our attendees will be even more enthusiastic than ever to spend Labor Day weekend with us in 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 will offer cardholders event perks and savings, including access to an exclusive ticket presale starting April 25, 2011. 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 p.m. – Winemaker Lunch Series, sponsored by TricorBraun WinePak

6:30 p.m. -- Winemaker Dinner Series, 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®

Outdoor wine and food event featuring Sonoma County's top vintners, chefs and food purveyors;

Tasting seminars, Sonoma Steel Chef Competition, harvest Crush Pad, Sommelier Stars Tours and more!

Sunday September 4 – Sonoma Valley Harvest Wine Auction at Cline Cellars, Sonoma

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

2:30 p.m. – Live Auction

Tickets

Tickets On Sale: June 1, 2011 (General Public)

Winemaker Lunch: \$85/person; **Winemaker Dinner Parties:** \$160/person

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

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

Sonoma Valley Harvest Wine Auction: \$500/person

** 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 benefits and perks that offer special access, save time, and provide everyday value. In addition to points, miles, cash back, or other premium rewards offered by Visa Signature partners, Visa Signature cardholders enjoy benefits such as complimentary 24-hour concierge services, access to the Visa Signature Luxury Hotel Collection and exclusive offers for fine wine and food, travel, and sports and entertainment events. For more information visit www.visa.com/signature.

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.