



## **COUNTY OF LAKE**

### **MARKETING & ECONOMIC DEVELOPMENT PROGRAM**

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#### **FOR IMMEDIATE RELEASE**

**July 9, 2007**

### **LAKE COUNTY WINERIES TO HOST WINE ADVENTURE WEEKEND, JULY 28-29**

**LAKE COUNTY, CA** – Lake County vintners will host the third annual Lake County Wine Adventure, a two-day passport event, July 28 – 29, 2007, from 10:00 a.m. to 5:00 p.m. both days.

Adventurous wine enthusiasts will have an opportunity to discover “The Original Wine Country” and taste the reason why Lake County — with a grape-growing history that extends back to the mid-19th century — is now fast becoming known for its award-winning wines, ultra-premium winegrapes, and resort-style wineries.

Throughout the weekend, “wine adventurers” will taste wines from several of Lake County’s distinct viticulture areas as they visit each of participating wineries, including: Ceago Vinegarden and Tulip Hill Winery in Nice; Brassfield Estate Winery and High Valley Vineyards in High Valley; Shannon Ridge Winery and Noggle Vineyards & Winery in Clearlake Oaks; Gregory Graham, Ployez Winery, Six Sigma Winery & Vineyards, and Terrill Cellars in Lower Lake; Langtry Estate Vineyards & Winery in Middletown; and Big Valley Wines, Cougar’s Leap, Dusenberre Cellars in conjunction with Lady of the Lake Pear Champagne, Edencrest Vineyards, Moore Family Vineyards, Rosa d’Oro Vineyards, Sol Rouge Vineyards, Steele Winery, Vie Winery, Wildhurst and Zoom Vineyards in Kelseyville.

Participants may purchase an Adventure Ticket for \$25, which is available at any of the participating wineries and includes wine tasting and hors d’oeuvres at each winery, as well as a logo wine glass and winery map. Several of the wineries also will offer barrel tastings, winery tours, and entertainment. Visitors may leave their Adventure Tickets with the last winery they visit to be entered into a raffle to win a variety of local wines.

Event organizers promote responsible hospitality and encourage all participants to designate a driver.

**RELEASE: Lake County Wineries to Host Wine Adventure Weekend**

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Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state's cleanest air basin, spectacular scenic beauty, fine wines, headliner concerts, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or [www.lakecounty.com](http://www.lakecounty.com).

Lake County is part of the North Coast AVA, which also encompasses Napa, Sonoma, and Mendocino counties. Within Lake County, five other AVAs exist — Clear Lake AVA, Benmore Valley AVA, Guenoc AVA, and the recently approved Red Hills AVA and High Valley AVA.

For more information, call (707) 998-4471 or go online to [www.lakecountywinetours.com](http://www.lakecountywinetours.com).

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