



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

May 17, 2007

LAKE COUNTY WINE AUCTION

SUPPORTS THE ARTS, HEALTH, AND LOCAL COMMUNITY

KELSEYVILLE, CA — The Lake County Wine Alliance will hold its eighth annual Lake County Wine Auction, a benefit for the arts, health, and community of Lake County, on October 20, 2007.

Held from 5:00 p.m. to 11:00 p.m., the black-tie gala will showcase fine Lake County wines, assorted delicacies from local restaurants, live and silent auctions, and music highlighting the evening's festivities. The price is \$100 per person.

Notable wineries producing award-winning wines from Lake County grapes will present selections to complement the array of delicacies from local food purveyors.

Each year artist John Clarke creates a watercolor-on-silk painting and donates it to the Wine Alliance both to be reproduced as a fine art poster and to be auctioned off as original artwork. This year's piece is titled "Wine Colored Days." Other items for the live and silent auctions include weekend and weeklong getaways, a myriad of wine packages, winetasting events, and a range of goods and services like massages and other luxuries. The evenings auctioneers will be Archie McLaren, founder and chairman of the Central Coast Wine Classic, now in its 23rd year, as well as Jed Steele, winemaker and owner of Steele Wines. U.S. Congressman Mike Thompson will be the evening's special guest.

The evening's musical entertainment tops off the night's festivities, with "easy listening" played by Jim Williams and Friends. Guests are encouraged to fill the dance floor after the conclusion of the wine auction festivities.

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The Lake County Wine Alliance is a nonprofit organization of Lake County wineries, winegrape growers, and community supporters whose mission is to foster the arts, benefit health services, and support the community.

The Lake County Wine Auction is held at the Buckingham Golf & Country Club, 2855 Eastlake Drive. For sponsorship opportunities, tickets, or more information, call the Lake County Wine Alliance at 866-279-WINE (9469), or write to P.O. Box 530, Kelseyville, CA 95451.

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.

Though Lake County is still often referred to as “The Undiscovered Wine Country,” its grape-growing history dates back to the late 1800s with Napa, Sonoma, and Mendocino as its next-door neighbors. The influence of the area's temperate climate combines with the terroir imparted by its distinct volcanic soils to produce ultra-premium winegrapes that have attracted the interest and investment of several famous winemakers. Visitors will experience these award-winning wines poured in casual tasting rooms that reflect the area's friendly, relaxed lifestyle. Lake County is part of the North Coast AVA, and within Lake County, five other AVAs exist — Clear Lake, Benmore Valley, Guenoc, and the recently approved Red Hills and High Valley AVAs.

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