



COUNTY OF LAKE

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FOR IMMEDIATE RELEASE

July 10, 2008

**NEW LAKE COUNTY WINERY ASSOCIATION HOSTS
LAKE COUNTY WINE ADVENTURE WEEKEND, JULY 26-27**

**PASSPORT-STYLE EVENT OFFERS TOURS, HORS D'OEUVRES,
ENTERTAINMENT, TASTINGS AT MORE THAN 20 WINERIES**

LAKE COUNTY, CA — The fourth-annual Lake County Wine Adventure, a two-day passport event, will be held July 26-27, 2008, from 10:00 a.m. to 5:00 p.m. This year's Lake County Wine Adventure is being hosted by the newly formed Lake County Winery Association.

Adventurous wine enthusiasts will have an opportunity to discover “wine with altitude” 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 Lake County's five distinct viticulture areas (AVAs) as they visit participating wineries, including: Ceago Vinegarden and Tulip Hill Winery in Nice; Brassfield Estate Winery in High Valley; Shannon Ridge Winery, High Valley Estate Vineyards, and Noggle Vineyards & Winery in Clearlake Oaks; Gregory Graham, Ployez Winery, Terrill Cellars, and Six Sigma Winery & Vineyards in Lower Lake; Langtry Estate Vineyards & Winery in Middletown; Moore Family Winery in Cobb; Cougar's Leap, Dusenberre Cellars, EdenCrest Vineyards, Mt. Konocti Growers Winery, Red Lava Wine Tasting, Rosa d'Oro Vineyards, Steele Winery, Snows Lake, Sol Rouge, and Wildhurst Vineyards in Kelseyville. Bell Hill and Zoom Wines will be offered at LCWS, a wine tasting studio located in the town of Upper Lake.

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Adventure Tickets are \$25 each and may be purchased online at www.lakecountywineries.org, or at any of the participating wineries. Each ticket entitles the holder to 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. Event-goers may leave their Adventure Tickets with the last winery they visit to be entered into a raffle for several prizes.

Event organizers promote responsible hospitality and encourage all participants to designate a driver. For more information, call (707) 279-2927 or online to go www.lakecountywineries.org.

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.

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.

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