



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

255 North Forbes Street
Lakeport, California 95453-5406
707-263-2580 FAX 707-263-1012

www.lakecounty.com

July 21, 2009

MEDIA ALERT

LAKE COUNTY WINE ADVENTURE THIS WEEKEND

Lake County, CA — Fifth-annual adventure gives guests a chance to explore “The Undiscovered Wine Country” of California’s Lake County. Eventgoers can sample award-winning wines from more than 20 participating wineries plus mouth-watering hors d’oeuvres during this two-day event, which is held at wineries and tasting rooms throughout Lake County. Many locations offer barrel tastings, entertainment, and winery tours. After visiting participating wineries, wine “tourists” will become eligible for a raffle drawing. Purchase of two-day Adventure Ticket, \$30, includes tasting at participating wineries and a logo wine glass. (800) 595-WINE (9463), www.lakecountywineries.org

- WHAT:** Lake County Wine Adventure allows guests to visit boutique and family-owned wineries in a fun, festive atmosphere while sampling award-winning wines and tasty hors d’oeuvres. Many locations offer barrel tastings, entertainment, and winery tours.
- WHEN:** Lake County Wine Adventure: 10:00 a.m. to 5:00 p.m. Saturday and Sunday, July 25 – July 26, 2009.
- WHERE:** Countywide in Lake County, CA. Maps available at participating wineries or online at www.lakecountywineries.org
- VISUALS/AUDIO:** A festive atmosphere with groups of people enjoying award-winning wines, music, delectable foods, with the stunning scenery of Lake County’s valley and mountain vineyards, as well as sparkling Clear Lake, the largest natural lake in California, as a backdrop.
- MEDIA CONTACTS:** Terre Logsdon, (707) 263-2580

###