



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

**CONTACTS: Terre Logsdon, (707) 263-2580
Wilda Shock, (707) 263-7575**

MEDIA ALERT

10th-ANNUAL LAKE COUNTY WINE AUCTION THIS SATURDAY; ANNOUNCEMENT OF JUDGES' SELECTION FOR PEOPLE'S CHOICE WINE AWARDS

LAKE COUNTY, CA — The Lake County Wine Alliance will hold its 10th-annual Lake County Wine Auction, a benefit for the arts, health, and community of Lake County, on Saturday, September 19, 2009. This annual gala is a must-attend event with live and silent auctions, wine and gourmet foods from local purveyors, and music. Black-tie is encouraged.

WHO:

This year's event is chaired by Andy Beckstoffer, chairman and CEO of Beckstoffer Vineyards; the evening's auctioneer will be Tom DiNardo, founder of DiNardo & Lord Auctioneers. Rob Roumiguere, partner in Roumiguere Vineyards and treasurer for the Lake County Wine Alliance, is this year's master of ceremonies. Wineries participating in the auction include Bell Hill Vineyards, Brassfield Estate Winery, Ceago Vinegarden, Dusinger Cellars, Gregory Graham Winery, High Valley Vineyards, Langtry Estate & Vineyards, McDermaid Family Vineyards, Moore Family Winery, Noggle Vineyards & Winery, Ployez Winery, Robledo Family Winery, Rosa d'Oro Vineyards, Shannon Ridge Vineyards & Winery, Shed Horn Cellars, Six Sigma Ranch & Winery, Snows Lake Vineyard, Sol Rouge Vineyard & Winery, Steele Wines, Tulip Hill Winery & Vineyards, and Wildhurst Vineyards.

WHAT:

Live and silent auctions, wine and gourmet foods from local purveyors, music, and event-goers in black-tie attire. Also, in August, a prestigious panel of professional wine judges convened at Langtry Estate & Vineyards in Middletown to taste Lake County wines. Eight hours and 168 wines later, the field was narrowed to 38 finalists, which will be announced on Saturday. A public event, the People's Choice Wine Awards, will be held October 3, 2009.

WHEN:

Saturday, September 19, 2009 at 5:00 p.m.

WHERE:

National Guard Armory, 1431 Hoyt Avenue, Lakeport, CA 95451

VISUALS/AUDIO:

The excitement of live and silent auctions, dining and dancing in black-tie attire, announcement of finalists for the 2009 Lake County People's Choice Awards, which will be held October 3, 2009 at Six Sigma Ranch & Winery in Lower Lake.

INFORMATION:

(707) 263-7575, www.winealliance.org
(800) LAKESIDE, (707) 274-5652, www.lakecounty.com

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