



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 20, 2010

MEDIA ALERT

LAKE COUNTY WINE ADVENTURE THIS WEEKEND

Lake County, CA — Sixth-annual adventure gives guests the opportunity to explore Lake County's "Wines with Altitude!" During this two-day passport-style event, attendees can sample award-winning wines from more than 20 participating wineries plus mouth-watering hors d'oeuvres. Held at wineries and tasting rooms throughout Lake County, many of the 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, \$35 (\$40 day of event), includes tasting at participating wineries, a logo wine glass, and a recyclable wine bag. (800) 595-WINE (9463), www.lakecountywineries.org

- WHAT:** Lake County Wine Adventure allows guests to visit a range of locations - from boutique tasting rooms and family-owned wineries to destination-style winery resorts - 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 24 – July 25, 2010.
- WHERE:** Wineries and tasting rooms 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. Stunning scenery of Lake County's valley and mountain vineyards, as well as sparkling Clear Lake, the largest natural freshwater lake in California, as a backdrop.
- MEDIA CONTACTS:** Debra Sommerfield or Jennifer Hammond, (707) 263-2580

###