



LAKE COUNTY MARKETING PROGRAM

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FOR IMMEDIATE RELEASE

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LAKE COUNTY WINERY ASSOCIATION PRESENTS PEOPLE'S CHOICE WINE AWARDS ON SEPTEMBER 26

LOWER LAKE, CA – The Lake County Winery Association will host the second-annual People's Choice Wine Awards on Sunday, September 26, 2010, from 1:00 p.m. to 5:00 p.m. The Awards event will be held at Six Sigma Ranch & Winery located at 13372 Spruce Grove Road in Lower Lake, California.

Kaj Ahlman, chairman of the Lake County Winery Association, described last year's People's Choice Wine Awards as an event where "consumers were able to experience first hand the depth and breadth of the quality wines being produced from Lake County fruit and by Lake County wineries."

Great wines, music, and delectable food bites will be offered, and attendees will have the opportunity to meet and chat with many Lake County winemakers.

Attendees will have the opportunity to taste and vote on their favorite wines with results tallied and announced at the conclusion of the event.

Admission to the event is \$25 per person in advance, \$35 per person at the door. Please visit www.lakecountywineries.org or call (707) 274-9373, ext. 100, for more information.

Lake County is part of the North Coast AVA, which also encompasses Napa, Sonoma, Mendocino counties. Within Lake County, five other AVAs exist – Clear Lake AVA, Benmore Valley AVA, Guenoc AVA, Red Hills AVA, and High Valley AVA.

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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, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rock hounding. 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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