



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

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STEELE WINES HARVEST FESTIVAL AND VINEYARD RUN FOR LITERACY SET FOR OCTOBER 9 – 10, 2010

KELSEYVILLE, CA — The 14th-annual Steele Wines Harvest Festival will be held from 10:00 a.m. to 5:00 p.m. Saturday and Sunday, October 9 – 10, 2010, featuring wine, food, art, entertainment, and more.

Famous for its grape-stomping competition for kids and adults, the two-day festival will offer a chicken barbecue served by the local 4-H Club, as well as several vendor booths with plentiful food, fine art, arts and crafts, and other unique souvenirs and gifts. In addition, various musicians will perform live both days.

Tasting of the Steele wine collection from Lake County vineyards also will be available throughout the weekend, and tasters will go home with a Steele Wines logo glass.

Children are welcomed to attend the event and hang out in the kids' corner, featuring face painting, storytelling, kids' crafts, and more.

Sponsored by Steele Wines and held in conjunction with the Harvest Festival, the 21st-annual Vineyard Run for Literacy will take place Sunday, October 10, 2010. A benefit for the Lake County Literacy Coalition, the 5K/10K run and 5K walk begin at Steele Wines, taking participants through autumn-colored vineyards and orchards. Registration is at 8:00 a.m. Sunday, and the race follows at 9:00 a.m. The entry donation is \$20 per person and \$30 per family.

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Steele Wines is located at 4350 Thomas Drive at Highway 29 in Kelseyville. The tasting room is open Monday through Friday, 11:00 a.m. to 5:00 p.m. and 8:30 a.m. to 5:00 p.m. on Saturday. For more information about Steele Wines or the Steele Wines Harvest Festival, call (707) 279-9475 or visit www.steelewines.com. For more information on the Vineyard Run for Literacy, call (707) 263-7633.

Though Lake County is still often referred to as “The Undiscovered Wine Country,” its grape-growing history dates back to the late 1800s with Napa, Sonoma, and Mendocino as its next-door neighbors. The influence of the area’s temperate climate combines with the terroir imparted by its distinct volcanic soils to produce ultra-premium winegrapes that have attracted the interest and investment of several famous winemakers. Visitors will experience these award-winning wines poured in casual tasting rooms that reflect the area’s friendly, relaxed lifestyle. Lake County is part of the North Coast AVA, and within Lake County, five other AVAs exist — Clear Lake, Benmore Valley, Guenoc, and the recently approved Red Hills and High Valley AVAs.

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 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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