



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

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LAKE COUNTY WINERY ASSOCIATION HOSTS LAKE COUNTY WINE ADVENTURE WEEKEND

JULY 30 – 31, 2011

Passport-style Event Offers Tours, Hors D'oeuvres, Entertainment, Tastings From More Than 25 Wineries

LAKE COUNTY, CA – The seventh-annual Lake County Wine Adventure, a two-day passport event, will be held July 30 – 31, 2011, from 10:00 a.m. to 5:00 p.m. This year's Lake County Wine Adventure is once again being hosted by the Lake County Winery Association.

Adventurous wine enthusiasts will have an opportunity to discover the “New” wine country of California's Lake County and sample distinct “high elevation” award-winning wines.

Throughout the weekend, “wine adventurers” will taste wines from five of Lake County's six distinct viticulture areas (AVAs) as they visit participating wineries.

Adventure tickets can be purchased in advance for \$35 each. Tickets also are available at every participating winery on the day of the event for \$40 each. Each ticket is good for two days of activities and entitles the holder to wine tastings and hors d'oeuvres at each winery, a logo wine glass, art exhibits, and entertainment. Event-goers will be entered into a raffle drawing when they leave their completed wine adventure tickets with the last winery they visit. A special grand prize will be awarded to the winner.

Event organizers promote responsible hospitality and encourage all participants to designate a driver. Designated drivers are invited to enjoy non-alcoholic drinks, food, and entertainment free of charge at each site compliments of the Lake County Winery Association. Designated drivers also can turn in their special buttons to be eligible for some fun Lake County prizes.

For more information, call (800) 595-WINE (9463), (707) 355-2762, or visit www.lakecountywineries.org

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

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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