



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

September 8, 2011

STEELE WINES HARVEST FESTIVAL AND VINEYARD RUN FOR LITERACY SET FOR OCTOBER 8 – 9, 2011

KELSEYVILLE, CA — The 15th-annual Steele Wines Harvest Festival will be held from 10:00 a.m. to 5:00 p.m. on Saturday and Sunday, October 8 – 9, 2011, and will feature wine, food, art, entertainment, and more.

Famous for its grape-stomping competition for kids and adults, the two-day festival offers 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 both days.

Tasting of the Steele Wines 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 22nd-annual Vineyard Run for Literacy will take place Sunday, October 9, 2011. A benefit for the Lake County Literacy Coalition, the 5K/10K run and the 5K walk begin at Steele Wines, with a course along autumn-colored vineyards and orchards.

Registration is at 8:00 a.m. Sunday, and the race starts 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, California. The tasting room is open Monday through Saturday, 11:00 a.m. to 5:00 p.m. 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.

Located in the mountains of the North Coast where the Mayacama and Vaca ranges come together, Lake County boasts the cleanest air in California and one of the oldest lakes on the continent. Lake County's winegrowing regions span vast, diverse terrain shaped by both volcanics and tectonics. Its high elevation, intense climate, and distinct soils combine to produce wines of high quality and character that have continued to gain impressive industry recognition. Visitors to the area experience these award-winning wines in casual tasting rooms that reflect the area's friendly, relaxed lifestyle. Lake County is part of the North Coast appellation along with neighboring regions of Napa, Sonoma, and Mendocino, and within Lake County are five designated appellations: Benmore Valley, Clear Lake, Guenoc, High Valley, and Red Hills.

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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