Fifth Annual Labor Day Weekend Event to Celebrate
Sonoma Wine, Food and Lifestyle Presented by Visa Signature®

(Sonoma County, CALIF.) — **Sonoma Wine Country Weekend**, the premier wine and epicurean event that showcases the birthplace of California wine, has been set for **Labor Day Weekend, August 31 through September 2, 2012**
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"Sonoma Wine Country Weekend, now in its fifth year, offers guests the ultimate wine country experience," said **Maureen Cottingham, Sonoma Wine Country Weekend Co-Producer**, "Our three-day event is a world-class celebration of the vineyards, wines, cuisine, culture, and characters that have made Sonoma County the ultimate wine country destination."
Visa Signature®
is the Presenting Sponsor of Sonoma Wine Country Weekend.

"Following last year's Sonoma Wine Country Weekend, which was nearly a complete sell-out, we expect the same level of interest and enthusiasm for 2012," said **Honore Comfort, Sonoma Wine Country Weekend Co-Producer**
, "Additionally, the Sonoma Valley Harvest Wine Auction which is celebrating its 20th Anniversary this year, will be held at a new venue, Chateau St. Jean in northern Sonoma Valley."

Produced in partnership by the **Sonoma Valley Vintners & Growers Foundation** and the **Sonoma County Vintners**
, the 2012 Sonoma Wine Country Weekend event features
Taste of Sonoma at MacMurray Ranch®
, the 20th annual
Sonoma Valley Harvest Wine Auction
at Chateau St. Jean, the new
Sonoma Starlight Supper Club
at Francis Ford Coppola Winery
, and an assortment of intimate and exclusive winery lunch and dinner parties at multiple locations throughout Sonoma County.

Proceeds from Sonoma Wine Country Weekend support Sonoma County non-profit organizations; to date a cumulative total of more than $10 million has been donated directly to Sonoma non-profits by the local wine community.

Tickets, which range from $85 to $500 per person, will go on sale to the public June 1, 2012. Presenting Sponsor, Visa Signature will offer cardholders event perks and savings, including access to an exclusive ticket presale starting April 23, 2012. For more information visit www.SonomaWineCountryWeekend.com
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2012 Sonoma Wine Country Weekend Schedule At-A-Glance

Friday, August 31
12:30 p.m. – Winemaker Lunch Series
6:30 p.m. – Sonoma Starlight Supper Club at Francis Ford Coppola Winery
6:00 p.m. – Winemaker Dinner Parties
Saturday, September 1
11 a.m. - 4 p.m. – Taste of Sonoma at MacMurray Ranch®
6:00 p.m. – Winemaker Dinner Parties
6:00 p.m. – Chairman's Dinner Party
Sunday, September 2
12:30 p.m. – Winery Barbecues at Wineries throughout Sonoma County
1 p.m. – 7 p.m. Sonoma Valley Harvest Wine Auction at Chateau St. Jean
2:30 p.m. – Live Auction

Tickets*

Tickets On Sale: June 1, 2012 (General Public)
Sonoma Starlight Supper Club at Francis Ford Coppola Winery: $95/person or $175/person Reserve
Winery Barbecues: $85/person
Winemaker Lunch: $85/person; **Winemaker Dinner Parties:** $150/person
Chairman's Dinner: $175/person
Taste of Sonoma at MacMurray Ranch®: $150/person (General), $195/person (Grand Reserve)
Sonoma Valley Harvest Wine Auction: $500/person
**** Special Visa Signature Cardholder pricing and benefits available at*** www.SonomaWineCountryWeekend.com

For more information visit www.SonomaWineCountryWeekend.com , like it on **Facebook** at h

ttp://www.facebook.com/winecountryweekend
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Twitter
at
http://twitter.com/SonomaWCW
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About Visa Signature®

Sonoma Wine Country Weekend is presented by Visa Signature. Visa Signature offers cardholders a range of benefits that provide special access and can save time and money. In addition to points, miles, cash back or other premium rewards offered by Visa Signature partners, Visa Signature cardholders enjoy perks such as 24/7 complimentary concierge services, the Visa Signature Luxury Hotel Collection and exclusive offers for fine wine and food, travel, and sports and entertainment events. For more information on Visa Signature and issuers offering Visa Signature visit www.visa.com/signature .

About 2012 Sonoma Wine Country Weekend Sponsors and Beneficiaries

A partnership between **Sonoma Valley Vintners & Growers Foundation** and **Sonoma County Vintners**
, Sonoma Wine Country Weekend is California's premier wine, food and social event, taking place on Labor Day weekend each year. The events comprising Sonoma Wine Country Weekend have raised over $10 million in support to local charities that benefit students, children, farm workers and people in need. The 2012 Sonoma Wine Country Weekend is presented by Visa
Signature®
. For a complete list of beneficiaries and sponsors, please visit
www.SonomaWineCountryWeekend.com
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About Sonoma Valley Vintners & Growers Alliance and Foundation and Sonoma County Vintners

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 members who share a mission to promote awareness of Sonoma Valley's grapes, wine, and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over $8,000,000 for local Sonoma Valley charities. For more information on the SVVGA and SVVGF, please visit www.SonomaValleyWine.com .

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 175 wineries of all sizes throughout the county. Learn more about SCV at www.SonomaWine.com .

Journalists: High-resolution artwork is immediately available. For more information, to speak with an event representative or to inquire about press credentials for the 2012 Sonoma Wine Country Weekend please email or call **Lisa Adams Walter at (707) 255-0300 or lisa@adamswalter.com**

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