



FOR IMMEDIATE RELEASE

2018 Sonoma County Wine Auction, Presented by Visa Signature®, Tickets Now On Sale

Sonoma County's largest nonprofit fundraiser returns to La Crema Estate at Saralee's Vineyard

SANTA ROSA, CA (June 25, 2018) – Tickets to the 2018 Sonoma County Wine Auction, presented by Visa Signature, are now on sale. The event will take place from September 20-22, culminating in Auction Day which returns to La Crema Estate at Saralee's Vineyard. George Hamel, Jr. of Hamel Family Wines is this year's Honorary Chair. The auction raised a record-breaking \$5.2 million for local nonprofit organizations last year.

The all-inclusive price is \$2500 per person. Visa Signature and Visa Infinite® cardholders receive exclusive discounted tickets. The three-day program includes:

Thursday, September 20

Best. Party. Ever.

Join us for a groundbreaking kickoff party that's sure to go down in Sonoma County Wine Auction history as the Best. Party. Ever. Be prepared to kick off your shoes and dance the night away under the stars while hobnobbing with some of Sonoma County's most renowned vintners and winemakers.

Friday, September 21

Vintner Dinners

A selection of intimate and exclusive dining experiences prepared by one of the region's eminent chefs awaits your presence. Expect to imbibe some of Sonoma County's most iconic wines, and meet some of the most highly regarded vintners for an unforgettable and inspiring evening.

Saturday, September 22

Auction Day

La Crema Estate at Saralee's Vineyard is an elegant, picture-perfect wine country backdrop for this year's Sonoma County Wine Auction. Every time you raise your paddle, you have the opportunity to make a difference to a worthy cause.

"Sonoma County Wine Auction is one of the largest fundraisers in our county that benefits our local nonprofits," said Michael Haney, Sonoma County Vintners Executive Director. "We are so grateful to our vintners, donors and bidders for making this event the success that it is today so we can continue to support local organizations that provide essential services and resources to those in need. They are an integral part of our community."

Since its inception, the Sonoma County Wine Auction has raised \$29 million to support nonprofit organizations that focus on literacy, education, health and human services, the environment and arts and culture. Last October, Sonoma County was one of several counties impacted by the North Coast wildfires. Sonoma County lost over 5,000 homes and over 100 businesses. Your generosity will help us to continue the work we are doing to revive our local communities.

"Thanks to the leadership of Honorary Chair Barbara Banke and the generosity of the attendees, the 2017 Sonoma County Wine Auction raised a record amount of \$5.2 million dollars benefitting our local nonprofits," said George Hamel. "Our goal this year is to build on last year's success and raise more money than ever to enable us to continue supporting our non-profit beneficiaries, all while having fun doing so. We hope you will join us and help our community's *revival* as it continues its recovery."

For more information and to purchase tickets, visit: www.sonomacountywineauction.com. To download images, visit: <https://bit.ly/2x9rMnA>.

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About Hamel Family Wines

Hamel Family Wines (“HFW”) is committed to producing a limited-quantity of exceptional estate-grown wines from its Sonoma Valley and Moon Mountain District vineyards. Farming meticulously with organic and biodynamic practices, HFW is dedicated to producing wines that reflect a true sense of purpose, passion, place and time, and the fun had making them. For more information on Hamel Family Wines, visit hamelfamilywines.com.

About Visa Signature®

Visa Signature® and Visa Infinite® cardholders enjoy a range of benefits that provide special access including Sonoma County Wine Auction 2018. In addition to points, miles, cash back and other premium rewards offered by issuers, Visa Signature and Visa Infinite cardholders also enjoy perks such as 24/7 complimentary concierge services, access to the Visa Luxury Hotel Collection and exclusive offers related to fine wine and food, travel and sports. For more information on Visa Signature, Visa Infinite and other Visa® offerings, please visit Visa.com.

About La Crema

La Crema was founded in 1979 as La Crema Viñera, meaning “Best of the Vine.” For more than 35 years, the winery has focused exclusively on cool-climate coastal appellations, where ocean winds and fog allow grapes to ripen slowly on the vine. Using boutique, time-intensive techniques to produce distinctively balanced and elegant wines, La Crema combines consistent high quality and elegant flavor with a modern cosmopolitan personality. For more information, visit LaCrema.com.

About Sonoma County Wine Auction

Sonoma County Wine Auction brings the region’s most renowned winemakers and growers together with distinguished collectors and generous bidders for an opportunity to acquire some of Sonoma County’s top wines and bid on once-in-a-lifetime travel experiences. Named one of the nation’s top charitable auctions by *Wine Spectator*, the proceeds raised benefit local Sonoma County charitable organizations. Since its inception, the Sonoma County Wine Auction has raised over \$29 million to help fund charitable organizations focusing on education, arts and culture, environment and health and human services and have supported more nonprofits than any other fundraising event in Sonoma County. Learn more at sonomacountywineauction.com.

About Sonoma County Vintners Foundation

The Sonoma County Vintners Foundation provides support to our local community through philanthropy and charitable giving. Our fundraising efforts have a direct impact in the areas of literacy, education, health and human services, the environment and arts and culture. Our signature fundraising event, Sonoma County Wine Auction has been recognized as one of *Wine Spectator*’s Top Charity Wine Auctions in the United States. Learn more at sonomawine.com/foundation.

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