



FOR IMMEDIATE RELEASE

**2021 SONOMA COUNTY WINE AUCTION SPOTLIGHTS
ICONIC ALUMNI HONORARY CHAIRS**

Registration Open for Top Charitable Live Auction September 16-18, 2021

SANTA ROSA, California – July 28, 2021 - Today, [Sonoma County Vintners Foundation](#) is pleased to announce an iconic group of Alumni Honorary Chairs for this year's [Sonoma County Wine Auction](#). **The Jackson Family of Jackson Family Wines, George F. Hamel, Jr. & The Hamel Family of Hamel Family Wines, and Dan Kosta of AldenAlli Winery** will come together to support this top charitable live wine auction taking place September 16-18.

"We are incredibly honored to be working with such a remarkable group of industry leaders whose amazing generosity, support and commitment to this auction over the years has had a profound and positive impact on Sonoma County and our non-profit community," stated Michael Haney, Sonoma County Vintners Executive Director. "They truly demonstrate the wonderful collaborative spirit of Sonoma County."

The Sonoma County Wine Auction brings the region's 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 experiences. Funds raised support the Sonoma County Vintners Foundation which helps support non-profits focusing on education and literacy, health & human services, the environment, and arts & culture. The auction has raised over \$37 million since its inception and has been named one of the nation's top charitable wine auctions by *Wine Spectator*.

"The past few years have presented our county with an unprecedented number of challenges," says Clay Mauritson, President of the Sonoma County Vintners Foundation. "Through the generosity and amazing support of our wine community, sponsor partners, donors, event participants and volunteers, the funds raised at this year's auction will not only help address these extraordinary challenges, but will also positively impact the works of our charitable beneficiaries and the lives of those most in need in our community."

Tickets for the 2021 Sonoma County Wine Auction are \$2,500 per person and include the weekend package: Thursday's BEST.PARTY.EVER kick-off celebration, Friday's vintner dinners and Saturday's auction which will be held at the beautiful La Crema Estate at Saralee's Vineyard. Information and details about the 2021 Sonoma County Wine Auction lots will be announced soon.

To register and to learn more please visit sonomacountywineauction.com. For additional ticket information, please contact Auction Relations Coordinator, Ashley Boyle at Ashley@SonomaWine.com.

To make a donation, contributions may be made payable and mailed to: Sonoma County Vintners Foundation, 400 Aviation Boulevard, Suite 500, Santa Rosa, CA 95403 or donate online at <https://donorbox.org/sonoma-county-vintners-foundation>.

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About Sonoma County Wine Auction

The 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 incredible 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 \$37 million to help fund charitable organizations focusing on education, health and human services, the environment and arts and culture, and has 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. Fundraising efforts have a direct impact in the areas of education, health and human services, the environment and arts and culture. The 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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