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Contact: Scott Black
707-935-0803 x 4

Scott@SonomaValleyWine.com

Sonoma Valley Vintners and Growers Alliance to Engage Local Community at Sonoma Farmers' Market

(SONOMA, Calif.) – The **Sonoma Valley Vintners & Growers Alliance (SVVGA)**, a marketing organization representing over 100 Sonoma Valley wineries and 140 winegrowers, will join the Valley of the Moon Farmers' Market Tuesday, July 15th on Sonoma's historic downtown plaza, to engage the local community in its efforts to tell the Sonoma Valley wine story.

Next week's event marks the kick-off of the next phase in the SVVGA's "the Roots Run Deep" marketing campaign launched in 2013 that leverage's the Valley's unique heritage as the birthplace of California wine.

"When we developed the Roots Run Deep campaign certain themes continually emerged about Sonoma Valley— history, family, authenticity, community, and the friendly approachability of the people", said SVVGA Executive Director Maureen Cottingham, "nowhere is this spirit more evident than at the Tuesday evening farmers' markets, and we are thrilled to have a presence alongside this revered Sonoma institution", she added.

The farmers' market event is aimed at inviting the community to join the local industry's efforts to promote the valley as a world-class wine region steeped in heritage. To aid in getting the message out attendees will be offered a free farmers' market bag full of Sonoma Valley Wine paraphernalia and information. "Some of the best ambassadors we have for Sonoma Valley wine are members of our local community", said SVVGA Marketing Director, Scott Black, "this will be a great opportunity for folks to come out, meet some of our vintners and growers and learn first-hand just how rich a story we have to tell".

As part of this community outreach effort, the SVVGA will also invite attendees to be among the first to sign up for its newly launched **Extended Family** program, which is aimed at connecting, engaging, and rewarding fans of Sonoma Valley Wine, both near and far. Those who join the free program will be in the running to win six luxurious Sonoma Valley "staycations" to be awarded through the end of the year.

SVVGA's presence at next week's farmers' market is being sponsored by Rabobank, N.A., who have partnered with the SVVGA on numerous initiatives to promote this pivotal Sonoma Valley industry.

About Sonoma Valley Vintners & Growers Alliance and Foundation

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 \$10,000,000 for local Sonoma charities. For more information on the SVVGA and SVVGF, visit www.SonomaValleyWine.com.

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