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FOR IMMEDIATE RELEASE:

October 29, 2004

20th Annual Holiday Open House: November 26 & 27

Wine & Jazz Lovers Invited to Kick-Off the Holiday Season Wine Country Style!

Sample Award-Winning Wines at Twenty-Three Wineries throughout Sonoma Valley

while Listening to some of the Best Jazz Musicians in the Bay Area!

SONOMA, Calif.—October 29, 2004 – Heart of Sonoma Valley Association (HOSVA) announces its' 20th Annual Holiday Open House, scheduled for Friday & Saturday, November 26 & 27 from 11 AM – 4:30 PM both days. Guests will enjoy two days of Wine Tastings, Live Jazz Music, Holiday Nibbles, and Performing Arts. Twenty-three wineries throughout Sonoma Valley are opening their doors for this festive affair.

HOSVA has teamed up with Zebulon's Lounge of Petaluma to bring some of the best Bay Area jazz musicians to participating wineries including Howard Wiley, Jon Arkin and the Veganauts, Mike Tiger, John Allair, and others. In addition, local Performing Artists & groups will be scheduled at various locations including the Sonoma Valley Chorale, Sonoma Rockettes, and Cassidy Fink.

“This year marks our 20th Annual celebration! With three new winery members and outstanding support from our current members, twenty-three wineries will be participating – that's twelve more wineries than last year. We are looking forward to a fabulous holiday weekend of wine tastings and live entertainment.” Said Executive Director Josie Gay.

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Tickets are now on sale! Admission is \$20 for both days, which includes a wine tasting glass and access to all participating wineries. Tickets, detailed event information, a program of performing arts, the jazz lineup and a map may be obtained online at www.heartofsonomavalley.com or (866) 794-9463. Advance ticket purchase is recommended, as only a limited number will be available at participating wineries during the event weekend.

Participating Wineries include: Arrowood, Benziger, Blackstone, B.R. Cohn, Chateau St. Jean, Eric Ross, Family Wineries, Imagery, Kaz, Kenwood, Kunde Estate, Landmark, Ledson, Loxton, Mayo, Moon Mountain, Navillus Birney (formerly Sullivan Birney), St. Francis, Stone Creek, The Wine Room, VJB, Valley of the Moon and Wellington.

This year, Holiday Open House will support the Redwood Empire Food Bank. A Food Drive will be running the entire month of November at all participating wineries as well as during the event.. Locals and visitors are encouraged to drop-off much needed food during November. Participating wineries will be waiving tasting fees and/or offering discounts for those that donate during November. *Details available online at www.heartofsonomavalley.com.*

About Heart of Sonoma Valley Association (HOSVA)

HOSVA is an alliance of 23 wineries and tasting rooms in the environs of Glen Ellen and Kenwood in Sonoma Valley, along scenic Highway 12 mid-way between Santa Rosa and the town of Sonoma. For a century and a half many of the vintages that have made California wines world leaders in viticulture have been harvested there. Members include: Arrowood, Benziger, Blackstone, B.R. Cohn, Chateau St. Jean, Eric Ross, Family Wineries, Imagery, Kaz, Kenwood, Kunde Estate, Landmark, Ledson, Loxton, Mayo, Moon Mountain, Navillus Birney, St. Francis, Stone Creek, The Wine Room, VJB, Valley of the Moon and Wellington.

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About Zebulon's Lounge

Zebulon's Lounge is a wine bar, art gallery, and the biggest little Jazz club in Northern California. Aside from serving a remarkable selection of wines, dozens of Belgian Ales and local microwbrews, tasty Sake and Soju cocktails, and the finest desserts available, Zebulon's features some of the best talent in the country, seven nights a week. With musicians travelling from as far as New York, Cuba, Japan, and Finland, Zebulon's has carved out a niche in the heavyweight jazz circles. The intimate, warm atmosphere places the bar a notch or two above what you might expect; musical tastes aside, red velvet couches and ever-changing modern art make Zebulon's Lounge a must for anybody passing through town. Check out www.ZebulonsLounge.com for more details.

About Redwood Empire Food Bank

The Redwood Empire Food Bank (REFB), Sonoma County's largest hunger-relief organization, provides food assistance to 49,000 low-income individuals, seniors, working families, the disabled and homeless and children each month. The food the REFB provides helps our network of 120 member charitable organizations (food pantries, dining rooms, shelters, low-income childcare centers, programs for the disabled, at-risk youth, and seniors). They also provide food directly to needy children, the elderly, working families and individuals through their programs. Visit www.refb.org to learn more.

EVENT DETAILS AT A GLANCE:

What: 20th Annual Holiday Open House

When: Friday, Nov. 26 & Saturday, Nov. 27, 2004

Time: 11 AM – 4:30 PM

Where: Twenty-Three Wineries throughout Sonoma Valley

Cost: \$20 per person for the weekend. Includes a logo wine glass & access to all participating wineries.

Info: For tickets and info please visit www.heartofsonomavalley.com or call (866) 794-9463.

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