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FOR IMMEDIATE RELEASE:

November 20, 2004

20th Annual Holiday Open House: November 26 & 27

23 Sonoma Valley Wineries * 42 World Class Musicians * 63 Performing Artists

Wine & Jazz Lovers Invited to Kick-Off the Holiday Season in Sonoma Valley!

Food Drive running to benefit the Redwood Empire Food Bank.

SONOMA, Calif.—November 20, 2004 – Heart of Sonoma Valley Association

announced today the line-up of Jazz musicians and Performing artists taking part in their 20th Annual Holiday Open House, scheduled for Friday & Saturday, November 26 & 27 from 11 AM – 4:30 PM both days. Over 100 musical and performing artists will be celebrating the Holidays at wineries throughout Sonoma Valley. Guests will enjoy two days of Wine Tastings, Live Jazz Music, Holiday Nibbles, and Performing Arts.

Tickets are selling fast! Admission is \$20 for both days, which includes a wine tasting glass and access to all participating wineries. Detailed event information and tickets may be obtained online at www.heartofsonomavalley.com or (866) 794-9463. Advance ticket purchase is recommended, as a limited number of tickets will be available at wineries during the event.

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, St. Francis, Stone Creek, The Wine Room, VJB, Valley of the Moon and Wellington.

20th Annual Holiday Open House (page 2)

Co-Sponsor, Zebulon's Lounge of Petaluma has orchestrated a fantastic line-up of world class musicians from the Bay area. These musicians will be featured at 19 wineries in the Kenwood & Glen Ellen areas and joined by local Performing Arts groups throughout the weekend.

Jazz Line-Up includes:

Arrowood Vineyards
Ian Sherer

Ledson Winery & Vineyards
Howard Wiley

Benziger Family Winery
Chris Amberger Duo

Mayo Family Winery
Mark Benanti

Blackstone Winery
Todd Grady Duo

Moon Mountain Vineyard
Fri. Bodlovich & Carter
Sat. Cyril Guiraud & Eric Mobler

B. R. Cohn Winery
Tyler Blanton Vibes Duo

Navillus Birney Winery & Vineyards
Guy Richards

Chateau St. Jean
Rio-son

St. Francis Winery & Vineyards
Cold Cut Trio

Imagery Winery
Mike Tiger Piano Trio

The Wine Room
Fri. Cyril Guiraud & Eric Mobler
Sat. John Burdick

Kaz Vineyard & Winery
Mark Growden's Solo Piñata

VJB Vineyards & Cellars
George Marsh Trio

Kenwood Vineyards
John Allair Piano Trio

Valley of the Moon Winery
Luna Duo

Kunde Estate Winery & Vineyards
Jon Arkin & The Veganauts

Wellington Vineyards
Luke Westbrook Duo

Landmark Vineyards
Jenna Mammina

20th Annual Holiday Open House (page 3)

Performing Artists include:

Cassidy Fink - Tenor Saxophone
B.R. Cohn Winery on Fri. 11/26
Performances at 2pm & 3pm

Kenwood School Chorus
Kunde Winery on Sat. 11/27
Performance at Noon

The Sonoma Rockettes
Benziger Family Winery on Sat. 11/27
Performances at 1:30pm & 2pm

Sonoma Valley Chorale
Ledson Winery on Sat. 11/27
Performance at 2pm & 3pm

Sonoma Valley Children's Chorus
Ledson Winery on Sat. 11/27
Performance at 3pm

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 and at the Holiday Open House. *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.

20th Annual Holiday Open House (page 4)

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, the homeless and children each month. The food the REFB provides helps their 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 own programs. Visit www.refb.org to learn more about hunger in our community or call (707) 523-7900.

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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