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FOR IMMEDIATE RELEASE:

October 24, 2006

**~ 23rd Annual Holiday Open House ~
November 24 & 25, 2006**

Tickets Now On Sale!

GLEN ELLEN, Calif.—October 24, 2006 – Heart of Sonoma Valley Association (HOSVA) announces its’ **23rd Annual Holiday Open House**, scheduled for Friday and Saturday, **November 24 & 25** from 11 AM – 4:30 PM both days! Kick-Off the Holiday Season - Wine Country Style! Enjoy two days of **Wine Tastings, Holiday Nibbles, Gift Packages, Discounts & much more**. Seventeen wineries throughout Sonoma Valley are opening their doors for this festive affair!

“This year marks our 23rd Annual celebration. **Seventeen wineries along Sonoma Highway**, between Sonoma & Santa Rosa, will be participating in this holiday event.” Said Executive Director Josie Gay. “We are looking forward to a fabulous weekend of award-winning wines, fresh baked nibbles, savory treats, caroling and wine country holiday cheer! This is a great opportunity to stock up on your favorite holiday wines & jump start the holiday season and what a great alternative to the busy city streets and overcrowded malls!”

Tickets are now on sale! Admission is only **\$20 for both days**, which includes a wine tasting glass and **access to all participating wineries event tastings and activities**. A **Designated Driver ticket** is also available for \$10. Tickets, detailed event information and a map may be obtained online at www.HeartOfSonomaValley.com or by calling (866) 794-9463. ***Advance ticket purchase is recommended as last year was a sell-out event.***

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Participating Wineries include: Audelssa Wine & Navillus Birney Winery & Vineyards, B.R. Cohn Winery, Benziger Family Winery, Blackstone Winery, Chateau St. Jean Winery, Eric Ross Winery, Imagery Estate Winery, Kaz Vineyard & Winery, Kenwood Vineyards, Kunde Estate Winery & Vineyards, Ledson Winery & Vineyards, Loxton Cellars, Mayo Family Winery, SL Cellars, The Wine Room, VJB Vineyards & Cellars, and Valley of the Moon Winery.

Heart of Sonoma Valley Association (HOSVA) is **an alliance of 22 wineries and tasting rooms** located on scenic Sonoma Highway where for a century and a half many of the vintages that have made California wines world leaders in viticulture have been harvested. In our 10 mile stretch of the wine country, in the environs of Glen Ellen and Kenwood, you'll find a blend of family owned and classically beautiful wineries filled with award winning wines, charming B&B's and elegant Luxury Inns, stylish wine bars, a diverse selection of restaurants and cafés, state parks, a lavender farm, olive presses and gift shops.

EVENT DETAILS AT A GLANCE:

What: 23rd Annual Holiday Open House

When: Friday, November 24 & Saturday, November 25, 2006

Where: Seventeen Wineries throughout Sonoma Valley

Time: 11 AM - 4:30 PM

Cost: \$20 per person for both days / \$10 for designated drivers. Includes a logo wine glass & access to all participating wineries event tastings and activities.

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

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