



Local Businesses Sponsor VINO de Sueños to Help Vineyard and Farm Workers

For Immediate Release

October 30, 2009

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Solvang— The Santa Barbara County Vintners' Foundation and Chumash Casino Resort have announced that they will be major sponsors of People Helping People's (PHP) VINO de Sueños Wine Release Celebration event. The event, a benefit for PHP's services to vineyard and farm workers, will be held on November 7th in Buellton at the Santa Ynez Valley Marriott from 3-6 PM.

This year's VINO de Sueños Release celebration is the second annual fund raiser featuring donated wines under PHP's VINO de Suenos brand. This year the number of wine selections has doubled and includes wines from Alma Rosa, Au Bon Climat, Buttonwood, Cold Heaven, D'Alfonso-Curran, Fiddlehead, Foxen, Hitching Post, Kalyra, Longoria, Makor and Vogelzang Wineries. Each bottle has a unique label based upon an original art work donated to PHP. The event includes wine tasting, wine sales and an auction of the original label art, and hand painted wine bottles.

Dean Palius, Executive Director of PHP, reported that he was delighted to receive help from the local business community. "We are extremely proud to have their financial support," he said. "This means that the costs of the event are covered. All of the income we receive from ticket, wine and art sales now will go toward helping our clients who are experiencing heightened financial struggles during these difficult economic times."

The Vintners' Foundation was established in 1963 as the philanthropic arm of the Vintners' Association. Jim Fiolek, Vintners' Association Executive Director, said that, "(W)e are very proud to be the major sponsor of this event." "We recognize that our industry depends on those who tend to the land and the vines. Our members wanted to help the organization (PHP) that is there to help when these workers experience a hardship."

Vincent Armenta, Tribal Chairman for the Santa Ynez Band of Chumash Indians said that "(T)he Chumash Casino Resort is proud to be a Gold Sponsor of People Helping People's Vino De Sueños event. "On behalf of the Santa Ynez Chumash Foundation, we are committed to supporting People Helping People and its many programs that benefit our local community in need."

The Vintners and Chumash Casino resort are being joined as financial sponsors by Coastal Vineyard Care Associates, General Paving Management (GPM), Frey Farming, and Foxen Winery. In addition, CWS Printing, Terravant Wine Company, Uva Design Studios, Santa Ynez Valley Marriott, Park Central Web Designs, and New West Catering are major donors of in-kind services.

According to Becky Barieau, Vino de Sueños Committee Chair, each of the above listed sponsors is donating thousands of dollars each of in kind services from gourmet food to

printing, wine labeling and warehousing, graphic design, web design, and event facilities.

“This event would not even be possible without their contributions,” she added.

Also being donated to the Vino de Sueños event this year and available for purchase are wine dinners for fifty guests each at three restaurants. A-RU in Buellton, The Hitching Post serving at Avant Restaurant at Terravant also in Buellton, and Full of Life Flat Bread in Los Alamos will be hosting multi-course dinners featuring pairings with selected Vino de Sueños wines.

In addition to the wine tasting, wine sale, wine dinner sales, and art auction, the November 7th release event will feature live guitar music from Derroy and extensive appetizers from New West Catering. Tickets are \$40, including logo wine glass, and are available at www.vinodesuenos.com, www.syvphp.org, or People Helping People at (805) 686-0295.

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