

Media Contact:
Scott Black,
Sonoma Valley Vintners & Growers Alliance
707-935-0803 ext. 3

MEDIA ALERT FOR IMMEDIATE RELEASE



**Sonoma Valley Vintners & Growers Alliance
Launches Extended Family Consumer Loyalty Program**

Sonoma, Ca (March 31, 2015). Today the Sonoma Valley Vintners & Growers Alliance (SVVGA) announces the roll-out of its new Extended Family consumer program. This pioneering new initiative is aimed at connecting, engaging, and rewarding fans of Sonoma Valley Wine both near and far.

In introducing the new program SVVGA Executive Director, Maureen Cottingham, spoke to the thought process behind it: “Sonoma Valley has a proud tradition of family farming with many winegrowing families now entering their 5th generation, and over 85% of our wineries still being in family hands,” she said. “This familial culture plays a big role in the authentic welcoming hospitality that we are known for and we wanted this new program to be a natural extension of that. Now folks can experience first-hand how great it is to have family here in the wine business”, she continued.

The new Extended Family program is housed on the SVVGA’s website (SonomaValleyWine.com) which has grown to become a content rich hub for the Valley’s most vital industry. After completing a quick one-time registration process new Extended Family members will find a range of exclusive program offerings:

- **Extended Family Offers** from SVVGA member wineries. From early access to special events, upgraded tours and tastings, special savings on tastings, etc.
- **The Family Room.** Contests, polls, and special events direct from the SVVGA.
- **The Local’s Corner.** Exclusive insider tips, advice and articles on how to experience the best Sonoma Valley has to offer, from the locals who know it best.
- **Family Album.** A place for family members to post personal photos of their experiences here in Sonoma Valley.

Extended Family members will also receive the SVVGA's bi-monthly e-newsletter *The Blackboard* which will help them to learn about and stay connected to the people and places that make up this world class wine region. All of this comes at **no charge** to wine lovers; the only ask of each family member is an active email and permission to stay in touch with them.

As membership in the new program grows, the SVVGA has plans for exclusive Extended Family events appropriately dubbed *Family Gatherings*. The organization recently hosted an intimate winemaker lunch at Glen Ellen's Beltane Ranch to test drive the concept, and there are plans for a summertime party at Jack London State Park in conjunction with a performance of the Transcendence Theatre Company.

"We are incredibly excited to have this program launch", commented SVVGA Marketing Director, Scott Black. "To the best of our knowledge we are the first wine region anywhere to develop a program like this. We hope it will cultivate a feeling of connection to Sonoma Valley among wine enthusiasts, and keep us top of mind when they are deciding where to visit next in wine country", he added.

To learn more about Sonoma Valley's Extended Family wine lovers are invited to visit:

<http://sonomavalleywine.com/extended-family-area>

About SVVGA

About Sonoma Valley Vintners & Growers Alliance and Sonoma County Vintners: The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit 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. Sonoma Valley comprises five of the seventeen American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Mountain and Sonoma Valley. To learn more about the SVVGA visit <http://www.sonomavalleywine.com> or call 707-935-0803.

Promotional Images and/or images from family luncheon at Beltane Ranch available on request.

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