



MEDIA ALERT  
October 13, 2017

Media Contacts:

- Ann Petersen, Winegrowers of Dry Creek Valley, [annp@wdcv.com](mailto:annp@wdcv.com), 917-558-3860
- Kim Stemler, Monterey County Vintners & Growers Association, [Kim@montereywines.org](mailto:Kim@montereywines.org), 831.915.6621
- Michelle McCue, McCue Marketing Communications, [michelle@mccuecommunications.com](mailto:michelle@mccuecommunications.com), 213-204-4136

***California's Regional Wine Associations Unite to Support Fire-Impacted Communities***  
**Statewide Fundraising Effort to Benefit Local Relief Organizations in Areas Impacted by the Devastating Northern California Wildfires**

SANTA ROSA, Calif. (October 13, 2017)---In the wake of the devastating Northern California wildfires, participating wineries and other wine loving businesses throughout California are donating a portion of their proceeds during the month of October to support local community relief organizations in Napa, Sonoma, Mendocino and Solano counties.

Through end of October, #CAWINESTRONG Partner Businesses are contributing a portion of their proceeds to make a difference in the lives of those who have lost everything. The CAWineStrong Network, a group of wine industry leaders from California's major winegrowing regions, are asking related businesses, such as wineries, tasting rooms, restaurants and wine bars, to consider partnering in this effort.

Information about the campaign is online at [CAWineStrong.com](http://CAWineStrong.com), including a sign-up form for business that wish to participate. Wine lovers can likewise discover local participating businesses, or make a direct contribution to the fund by clicking the Donation link at the bottom of the CAWineStrong.com home page.

One hundred percent of the proceeds from the CAWineStrong fundraising campaign will be donated to local charities to directly benefit individuals and families affected by the wildfires. These relief organizations include:

- [Napa Valley Community Foundation's Disaster Relief Fund](#)
- [Community Foundation of Sonoma County's Resilience Fund](#)
- [Community Foundation of Mendocino County](#)

If the fires extend into other wine regions, the group will expand distribution reach to likewise include those areas.

The website will be updated daily as new wineries and other wine loving businesses join the campaign. Updates will also be posted to social media at #CAWineStrong. Questions about the campaign or how to get involved can be directed to [cawinestrong@gmail.com](mailto:cawinestrong@gmail.com).

### **About Us**

California wine industry leaders have formed a support network to provide immediate assistance and long-term aid to victims of the fires ravaging Northern California. The network extends throughout the Golden State and beyond, with calls for the national wine and wine loving communities to join. Organized by a group of association leaders representing California's major winegrowing regions, support efforts include the #CAWineStrong joint fundraiser and creation of an online resource database where vintners can find and offer ground-level resources, such as generators, trailers, lodging and manpower.

**CAWineStrong Network includes:** [Alexander Valley Winegrowers](#), [Alexander Valley Vineyards](#), [Anderson Valley Winegrowers Association](#), [Amador Vintners Association](#), [Calaveras Valley Winegrape Alliance](#), [Clarksburg Wine Growers & Vintners Association](#), [Winegrowers of Dry Creek Valley](#), [El Dorado Winery Association](#), [Lake County Winery Association](#), [Livermore Valley Winegrowers Association](#), [Lodi Wine](#), [Lodi District Grape Growers Association](#), [Monterey County Vintners & Growers Association](#), [Madera Wine Trail](#), [Mendocino Wine Co](#), [Mendocino Winegrowers Inc.](#), [Napa Valley Vintners](#), [Paso Robles Wine Country Alliance](#), [Petaluma Gap Winegrowers Alliance](#), [Placer County Wine Trail](#), [Russian River Vineyards](#), [Santa Cruz Mountains Winegrowers Association](#), [San Luis Obispo Wine Country](#), [Sonoma County Winegrowers](#), [Sonoma County Vintners](#), [Sonoma Valley Vintners & Growers](#), [Temecula Valley Winegrowers](#), [West Sonoma Coast Vintners](#), [Wine Road Sonoma County](#), and [Wine Road Sonoma County](#).

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