



For Immediate Release

CONTACT:

Jocelyn Maddux

Placer County Vintners Association

Cell: (530) 990-2505

Email: jm@jbrandmarketing.com

Placer County Vintners Collect One Thousand Pounds of Christmas Toys for Local Kids. *“Holidays in the Hills” wine tour and toy drive produces several hundred donated toys for Toys for Tots.*

(Auburn, CA) Just in time for Christmas, Placer County Vintners Association (PCVA) wineries presented twenty-five “santa-sized” Toys for Tots collection boxes with over 1,000 lbs of brand new toys to the South Placer Chapter of Marine Toys for Tots. The toys were donated by community members during the annual Holidays in the Hills wine tasting and toy drive that took place on the Placer County Wine Trail on December 10 & 11, 2011.

Several hundred wine enthusiasts from the Bay Area to Sacramento and Reno attended the event. In addition to the toy drive, event highlights included holiday decorations, tastings, tours, barrel samples, food and wine pairings and local crafts and food vendors. Wineries waived tasting fees for the weekend for guests who brought a new, unwrapped toy to the event.

This is the second time the Association has hosted this event. Last year, six wineries participated and collected over 400 lbs. of toys. This year, seventeen wineries joined in and the amount of toys collected multiplied exponentially. The toys will be distributed by local military veteran volunteers for Marine Toys for Tots to children and families throughout Placer County.

“It is amazing how generous visitors were with the toy donations,” said Vicky Morris of Secret Ravine Vineyards in Loomis. “Many folks also donated cash too – this is our first year participating and it was really a great way for the wineries and the community to come together this holiday season!”

Participating Wineries: Bonitata Boutique Wines • Casque Wines • Cante Ao Vinho • Ciotti Cellars • Cristaldi Vineyards • Dono dal Cielo Vineyard & Winery • Fawnridge Winery • Fortezza • Green Family Winery • Lone Buffalo Vineyards • Mt. Vernon Winery • PaZa • Popie Wines • Rancho Roble Vineyards • Secret Ravine Vineyard & Winery • Viña Castellano • Wise Villa Winery

PLACER COUNTY VINTNERS ASSOCIATION

The Placer County Vintners Association is a non-profit association formed to provide a forum for Placer County wineries to collaborate on events and programs that support the local communities, develop marketing programs to raise awareness of the Placer County wine region, and to share best practices to encourage all wineries to be the best they can and provide a high quality experience for winery visitors.

For more information and maps, visit placerwine.com or call 916-663-4486.

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