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Grand Gala Raises Over \$200,000 in Auction as Finale to Wine Country Celebration

“Raise the Paddle” Generates \$36,000 for City Revitalization Fund

YAKIMA, Wash. – (June 28, 2005) – Call it an even \$200K: the by-invitation-only \$1,000 per person Grand Gala dinner and auction capping this weekend’s Wine Country Celebration raised \$205,812.

A “Raise the Paddle” auction alone generated \$36,100 from 45 donors for the organization’s newly announced program to fund city revitalization projects in Washington’s wine-growing regions.

“We’re really thrilled with the response,” said Janet Leduc, the event’s founding director. “It’s gratifying to see such enthusiasm from the community, not just for our state’s wines, but for the projects we support.”

Almost two-thirds of the total, \$135,400, was raised in a live auction conducted by veteran auctioneers Dick and Sharon Friel. Among the highlights:

- • Wine tasting and dinner for 12 couples at Allen and Kathleen Shoup’s home. Dinner to be prepared by a prominent Seattle chef and paired with rare wines from the host’s cellar and Long Shadows Vintners (**\$19,950**).
- • A tour of the “Gold Coast of Washington” aboard the “Or Noir,” with a gourmet dinner and wines from Scott Pontin of Pontin Del Roza, with hosts Al and Pat DeAtley (**\$16,800**).
- • A tour for two couples, from Red Mountain to Walla Walla, including the Grand Opening celebration of the new Col Solare Estate Winery (with vertical tasting of Col Solare wines and food from John Sarich, Chateau Ste. Michelle), and a behind the scenes tour and dinner at Northstar Winery (**\$5,000**).
- • Participation in any step of the production of a personalized barrel of Boushey Vineyard’s Syrah, including a vineyard visit with grower Dick Boushey and/or winemaker, Holly Turner (**\$9,000**).
- Opportunity to play “Junior Winemaker,” working alongside Fidelitas Winemaker Charlie Hoppes to make your own, limited edition, “lot” of wine, including: selecting the finest grapes harvested at their peak as well as sorting and crushing and a private label and packaging from Whizbang Studios (**\$5,000**).

“As growers and wine makers at the heart of Washington’s wine country, I think we have a special responsibility to our community,” said Charlie Hoppes of Fidelitas Winery, the event’s Honorary Vintner Chair. “The support of wine lovers from around the state, like we’re seeing here tonight, is truly legendary.”

Hoppes singled out the City Revitalization Fund, which will contribute to historic preservation projects and promote investment and tourism within Washington Wine Country communities. Individual donors were able to underwrite such improvements as the painting of historic buildings and the restoration of individual streets or city blocks with street lamps and banners.

It was a lavish evening for some 200 guests who received invitations to the DeAtley estate overlooking the Yakima Valley. Guests arrived to stroll the estate’s expansive lawns, visit the wine-tasting tents, taste hors d’oeuvres and inspect the silent auction items.

Bobby Moore, chef at the Barking Frog at Willows Lodge in Woodinville, commanded a kitchen crew that turned out a sumptuous, five-course sit-down dinner: a seafood sampler, foie gras, ahi tuna, smoked lamb chops, and grilled peaches. Each course was accompanied by award-winning Washington wines.

The popular jazz, blues and soul vocalist Marilyn Scott performed after the auction, capping what Leduc called “a perfect evening, a fairytale night.”

Washington Wine Country is a non-profit association of Eastern Washington businesses dedicated to building pride, recognition and economic vitality in the world-class wine-growing region comprising the Yakima Valley, Columbia Valley, Walla Walla Valley and Red Mountain appellations. www.winecountrywashington.org

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Editors Note: Photos are available on request.

Fundraising Breakdown: Raise the paddle \$36,100; Centerpieces \$9,175; Live Auction \$135,400; Silent Auction \$25,137.

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