



YORKVILLE HIGHLANDS

GROWERS & VINTNERS ASSOCIATION

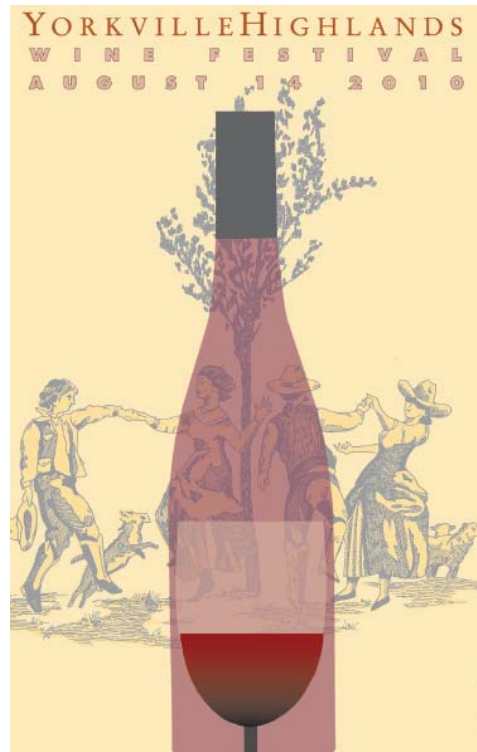
For Immediate Release:

Contact: Amelia Weir, SW/PR
415-381-8201, ameliasw@sbcglobal.net

**YORKVILLE HIGHLANDS HOSTS THEIR ANNUAL HIGHLANDS WINE FESTIVAL
AT MEYER FAMILY CELLARS ON SATURDAY AUGUST 14TH**

YORKVILLE, CALIF. – Continuing a long-standing tradition, the Yorkville Highlands Wine Festival will be hosted at Meyer Family Cellars, located near mile marker 34.2 (between Cloverdale and Boonville) from 2:00 until 6:00 pm on August 14, 2010. Wine lovers and families alike are encouraged to attend this fun filled day in the scenic Yorkville Highland rolling hills.

Highlights will include tasting over 30 local wines made and grown within the region, a tour of Meyer Family Cellars, delicious regional cuisine featuring roast pork and savory lamb barbeque, live music, a tempting silent auction along, and fun activities such as a grape stomp competition, the barrel roll race and other winery games suitable for both adults and children. There is also the traditional Fire Hose Signing where festival goers are encouraged to sign their name or special message to a 100' fire hose as a statement of gratitude to those who risk their lives battling the annual blazes in California.



Early bird tickets are \$40 through July 15th and \$60 thereafter. Tickets for designated drivers are \$35 and children five and under are admitted for free. For information, please call 707-895-2341. With past sold out attendance, it is highly suggested that people order their tickets in advance of the July 15th “early bird” deadline.

About Yorkville Highlands Vintners and Growers Association:

Located in southern Mendocino County just two hours north of San Francisco, the wineries and vineyards of the Yorkville Highlands produce wines as varied and intriguing as its landscape. This picturesque region stretches along scenic Highway 128, flanked by the Alexander Valley to the southeast and the Anderson Valley to the northwest. Yorkville Highlands distinguishes itself from its neighbors with higher elevations, rolling hills, cool ocean breezes with warm days and is one of the few appellations with all family owned and managed wineries and vineyards.

For more information about the Yorkville Highlands Vintners and Growers Association, their wineries, growers and wines, please visit www.yorkvillehighlands.org or contact Amelia Weir of SW/PR at 415 381 8201 or ameliasw@sbcglobal.net or Matt Meyer of Meyer Family Cellars at 707-895-2341 or matt@mfcellars.com.