

# Vino de Sueños Event to Help Vineyard and Farm Workers Continues to Grow

4<sup>th</sup> Annual Fundraiser to Feature 19 New Wines and Artists

*For Immediate Release*

September 8, 2011

**Contact: Dean Palius**  
**People Helping People**  
**(805) 686-0295 or dean@syvphp.org**

**Solvang**— The 4th Annual Vino de Sueños (Wine of Dreams) benefit wine release celebration will be held November 12<sup>th</sup> at the Santa Ynez Valley Marriott in Buellton, CA from 3-6 PM. The public is invited to attend.

This fundraiser, begun in November, 2008, is a unique event planned and supported by a small group of local premium winemakers to benefit farm and vineyard workers.

Founding wineries include Alma Rosa, Buttonwood, Clos Pepé, Feliz Noché, Foxen, Longoria, and Presidio.

Vino de Sueños is the brand name for the wine series released each year at the annual event. Last year, 17 wineries donated wine to be tasted and sold exclusively under the Vino de Sueños label at the release celebration. This year 19 premium wineries will be participating.

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Wineries who have committed to release wines on November 12<sup>th</sup> under the Vino de Sueños labels include Alma Rosa, Andrew Murray, Au Bon Climat, Buttonwood, Curtis, Fiddlehead, Fontes & Phillips, Foxen, Kalyra, Longoria, Makor, Quail Crossing, Qupé, Rideau, Riverbench, Sanford, Standing Sun, Stolpman, and Vogelzang. Six wineries are new additions to the VDS family in 2011 and include Andrew Murray, Curtis, Quail Crossing, Sanford, Standing Sun and Stolpman.

Dean Palius, PHP Chief Executive, said that the number of wineries that have participated in VDS in the first four years is nearing thirty. "Together with the financial sponsorship support of the County Vintners Foundation, the county's wine making community has rallied to help those who work in the industry who may be in need."

Palius indicated that with 19 wines, there will be something for every taste and pocketbook including chardonnay, sauvignon blanc, pinot gris, syrah, merlot, and pinot noir. Wines are expected to sell from \$12 to \$40 depending upon varietal and vintage and are being discounted especially for this fund raising event. Further discounts will be available for six-pack samplers and cases.

The Vino de Sueños event and sales of the Vino de Sueños wines are a fundraiser to benefit vineyard and farm workers through the auspices of People Helping People (PHP). PHP is a multi-programmatic non-profit organization which helps disadvantaged families and individuals in the Santa Ynez and Los Alamos Valleys by providing a wide

range of services “under 1 roof.”

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According to Becky Barieau, event chair and representative of founding winemaker Foxen Vineyards, the most distinctive aspect of the Vino de Sueños wines may be that each label includes a reproduction of an original art piece donated to PHP by local and regional artists.

Barieau stated that the small group of artists originally recruited by Karina Puente, a painter who grew up in the Santa Ynez Valley and now resides in Philadelphia, has really expanded and this year includes an artist from as far away as Lake Tahoe.

Barieau said that, (W)ith help from another returning artist, Suzi Trubitz, and a growing reputation for Vino de Suenos (VDS), the organizing committee has been successful in obtaining some terrific art works from which to create extraordinary collector-type labels.” “Ms. Puente’s first year iconic art contribution, “Dreamer,” will of course continue to adorn each wine’s label that identifies it as part of the Vino de Sueños brand.

Kros Andrade, owner of UVA Design Studios, is also continuing as a key member of the VDS organizing Committee. He has been there as a volunteer since the beginning and is the person behind the scenes responsible for translating each artwork into eye catching presentations that have created a VDS brand identity. Andrade explained that, “I feel privileged to work with gifted artists and give something back to my community

and especially to farm workers.” “My parents were immigrants to this country and the valley so I know first-hand what it is to have a dream and live it out.”

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This year’s art works are being created by Kari Crist, Jim Farnum, Zoe Ann Fischer, Michelle Griffoul, Darby Holden, Renee Kelleher, Christina Locascio, Darryl Longley, Ann McGee, Zoe Nathan, Kenda Norris, Karina Puente, Luis Ramirez, Reds Regan, Suzan Hamilton Todd , Suzi Trubitz, Nancy Yaki, and Seyburn Zorthian. “

The original art represented on the labels will be available for purchase through a silent auction conducted during the wine release celebration. Many of the artists are expected to be on hand to discuss their contributions. There will also be a small silent auction of some luxury travel and lifestyle items including 1 weeks stays in Costa Rica and Hawaii, private wine and dinner parties, and an exclusive family package at Disneyland.

In addition to the wine tasting, wine sale and art auction, the November 12<sup>th</sup> release celebration will feature appetizers from three extremely well regarded local chefs. Joining Jeff Olsson from New West catering who is another original donor/volunteer, will be Budi Kazali of the Ballard Inn and Leonardo Curti of Trattoria Grappolo. There will be three appetizer stations on the event floor together with cocktail-type service.

The charity benefiting from the sale of Vino de Sueños wines, PHP, provides eighteen programs and services to assist primarily very low and low income residents in mid Santa Barbara County. Specifically, funds derived from this benefit event will be used for basic needs and family support services for vineyard and farm workers and their

families. These services include food, emergency rent and utility assistance, medical and dental care, counseling, after school programs, college scholarships and more.

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PHP's CEO says that the event is off to a great start. "In addition to help from the Vintners Foundation, we already have a major sponsorship commitment from the Foundation of the Santa Ynez Band of Chumash Indians," he said. "Their underwriting, together with financial commitments from Coastal Vineyard Care Associates (CVCA), General Paving Management (GPM) and Foxen Vineyards will allow us to return nearly all the income from this event to those farm and vineyard workers who are most in need during these most difficult times."

Tickets for Vino de Sueños are \$45 each, include a 14 ounce Vino de Sueños logo glass, and are on sale now. To buy tickets or to receive more information about the Vino de Sueños release celebration, go to the Vino de Sueños website at [www.vinodesuenos.com](http://www.vinodesuenos.com) or contact People Helping People at (805) 686-0295 or [www.syvphp.org](http://www.syvphp.org).

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