



ALPHA OMEGA

FOR IMMEDIATE RELEASE

October 1, 2015

Media Contact

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LAKE COUNTY VALLEY FIRE BENEFIT

NAPA VALLEY, CA. - In response to the devastation that took place in the Valley Fire, Alpha Omega along with wineries Darioush and St. Supery and the Napa Valley Film Festival, a 501(c)3, hosted a fundraiser on Wednesday, September 30th at Alpha Omega winery to raise much needed funds for Lake County residents affected by the fire.

The three wineries selected Up Valley Family Center and #LakeCountyRising as their benefactors to receive 100% of the funds collected. With over 300 in attendance, they reached their fundraising goal of \$100,000. The Fund-a-Need kicked off with a generous donation of \$10,000 from Ristorante Allegrria.

President of UpValley Family Center Elaine Jones stated, "As the UpValley Family Centers, our focus is to provide a host of programs aimed at bolstering the health, wellbeing and economic stability of parents and their children. Although disaster aid at this scale is a new undertaking for us, we are grateful to the Napa Valley Vintners for their confidence in us and the Napa Valley Community Foundation for their support. And, today, we thank all of the community who came to Alpha Omega to support victims of the fire and their recovery process. "

The inspiration began when an Alpha Omega employee, who was independently volunteering to assist those at the shelters, asked her team members to help by donating new tents, sleeping bags, pillows, kennels and other items. A monthly BBQ at the winery, this one with the team at Darioush was cancelled as the two teams decided to create a fundraising BBQ for the Valley Fire victims in place of this winery get together. St. Supery was contacted next, a neighboring winery with vineyards in the Pope Valley area that were seriously threated by the fire. "Tragedy knows no borders. Many workers in Napa County from our hospitals and schools to local businesses live in the next county" said Alpha Omega Vintner Michelle Baggett. "A fires devastation in a populated community is likened to the charred scene of a war zone."

The community came together donating goods and services such as Oak Avenue Catering, Sunshine Market, and entertainment donated by the Davies Dukes Band. Vintner Robin Baggett and Feast Catering partnered to provide a whole hog, 100 racks of ribs and 200 drumsticks. There was also a well-supplied silent auction with large formats of wine and lifestyle experiences all charitably donated by wineries, hotels, restaurants and giving people in our community. Valet was donated by Gilmore Valet.

Davie Pina, Chief of the Rutherford Fire Department and Fire Fighter Bret Skilling were on hand with their Fire Engine along with other First Responders. "In times of great heartache and loss, it is wonderful to see the wineries and other organizations of Napa go out of their way to help. Volunteer



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fireman spend many hours and days working to help their community through many bad situations. Events like this show us that the community is behind us and support all of our community in times of need” said Davie Pina.

“On behalf of the Lake County community, we are extremely grateful to the teams at Alpha Omega, St. Supery, and Darioush for their incredible generosity and support of our fundraising campaign to help the survivors of the Valley Fire,” said Debra Sommerfield, president of the Lake County Winegrape Commission, one of three organizations collaborating on the #LakeCountyRising fundraising effort. “They put on a wonderful event that enabled people to come together to do good, to give from their hearts, to help neighbors in need.”

NBC generously promoted and covered this event throughout the day and reported live for the 5:00 p.m. and 6:00 p.m. segments which cultivated donations from their viewers well outside of the area. The matching gifts still being donated inspired this group to keep a link open for additional donations.

If you would like to help this momentous cause, please make a financial contribution to the [Valley Fire Relief Benefit - http://www.cellarpass.com/valley-fire-relief-benefit-tickets-1022?w=1](http://www.cellarpass.com/valley-fire-relief-benefit-tickets-1022?w=1). This donation through our partner the Napa Valley Film Festival is 100% tax donation.