



Contact: Tami Kelly
Livermore Valley Winegrowers Association
mediarelations@LVwine.org
925-640-9997

36th Annual Harvest Wine Celebration Moves to Las Positas College ***Festivities Continue at Local Wineries on Labor Day***

Livermore Valley, Calif. (August 2, 2017)—For the past 35 years, people from the Bay Area and beyond have gathered in historic Livermore Valley wine country over Labor Day Weekend to enjoy the fruit of the vines. The [2017 Harvest Wine Celebration](#) will bring revelers together in a new location—the top of Las Positas College—to experience Livermore Valley’s wine, food, art and live music. This exclusive event will take place on Sunday, September 3 from 12pm to 5pm. Wristbands distributed to guests at the event entrance on Sunday will be honored for wine tasting and activities at participating Livermore Valley wineries on Monday, September 4.

Views of vineyards and windmills make the spacious and grassy Las Positas College sports field a fun location for the 36th annual Harvest Wine Celebration. All guests will enjoy wines poured by more than 40 Livermore Valley wineries, arts and crafts by local artisans, lawn games and food trucks.

For the first time, Harvest Wine Celebration guests have the option of purchasing a VIP ticket. The VIP experience includes complimentary food, tasting of 10 additional award winning wines, access to reserved, shaded lounge areas and educational wine seminars.

Three local bands will take turns performing on stage set at one end of the lawn with plenty of room for dancing. Great wine and food is expected to pair well with the music of “Icelandic Underbelly” featuring winemaker Dane Stark from Page Mill Winery, local favorite “Kingsborough” and the “Bacchus Brothers” featuring winemaker Mark Clarin of McGrail Vineyards and Winery.

On Monday, September 4, 30+ Livermore Valley wineries across the region will honor event wristbands distributed the day before for wine tasting and special activities at their tasting rooms. Please visit LVwine.org for the list of participating wineries and activities.

General admission tickets for the Harvest Wine Celebration (\$55 in advance, \$65 at the event) include wine tasting, a commemorative Livermore Valley Wine Country GoVino glass and wine discounts at select wineries on Monday. Parking will be \$5 per vehicle. Guests who purchase VIP tickets (\$85 in advance, \$100 at the event) also will enjoy complimentary preferred parking and small plates of food, lounge seating, reserved shade areas and exclusive tasting of signature wines. Attendees can save 10% when buying 10 or more tickets together. Tickets for the 36th Annual Harvest Wine Celebration are available at participating Livermore Valley wineries and online at LVwine.org.

A fundraiser of the Livermore Valley Winegrowers Association, the Harvest Wine Celebration is sponsored by Dublin Hyundai-Toyota-Volkswagon, City of Dublin, City of Livermore, Visit Tri-Valley, Amos Productions, Black Tie Transportation and Imagesetters.