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BLACKBIRD
VINEYARDS



MA (i) SON RY
NAPA VALLEY



RECUERDO
WINES

BESPOKE COLLECTION
ARTISANAL BRANDS & EXPERIENCES

BLACKBIRD VINEYARDS CONTRIBUTES \$109,002 TO FUNDRAISING EFFORTS AT 33rd ANNUAL AUCTION NAPA VALLEY

Live Lot Partnership with Lexington Cancer Foundation Provides Ultimate Kentucky Derby Experience



Private bidder dinner at Ma(i)sonry Napa Valley hosted by Bespoke Collection President Paul Leary & Chairman | Founder Michael Polenske, and prepared by Chef Adam Mali of Mandarin Oriental Hotel Group, San Francisco (left & middle).

Gift bags included offerings from Blackbird Vineyards, Ma(i)sonry, Mandarin Oriental Hotel Group and Napa Sonoma Magazine. Live lot display at Auction Napa Valley Marketplace (right).

(NAPA VALLEY, CA; June 6th, 2013) – In its seventh year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$109,002 with its live, barrel and e-auction lots, contributing to the Auction's record-shattering \$16.9 million total (surpassing its previous high of \$10.5 million by more than 60%). Auction Napa Valley, now in its 33rd year, has helped raise more than \$125 million in proceeds since its inception. The auction's final tally of \$16.9 million this year will directly benefit healthcare, youth services, and affordable housing non-profits in Napa County.

Blackbird Vineyards participated in every aspect of the auction, donating a spectacular live lot in partnership with Lexington Cancer Foundation and Bardessono Hotel & Spa, which garnered a winning bid of \$90,000, as well as a 2011 vintage barrel lot that sold for up to \$2,050 per case (\$171 per bottle and 37% over the winery's retail bottle price). The e-auction lot sold for \$2,352 and included a 3L, double-magnum bottle of Blackbird's flagship wine – Illustration – in addition to a wine tasting and lunch at Ma(i)sonry Napa Valley, a two-night stay at Blackbird Vineyards' Oak Knoll House, and a one-year membership to Blackbird Vineyards' BlackMail .

Blackbird Vineyards' live lot, #13, included a three-bottle, horizontal collection of hand-etched, 6L imperials of 2010 Illustration, 2010 Paramour and 2010 Contrarian Proprietary Red Wine signed by Winemaker Aaron Pott, an all-access "Kentucky Derby Experience" to the horse race that has been stamped the "Most Exciting Two Minutes in Sports," as well as a Ma(i)sonry Napa Valley tour and tasting experience, accommodations at Bardessono Hotel & Spa for four persons, and dinner at Lucy Restaurant.

Blackbird Vineyards held a private bidder dinner at Ma(i)sonry Napa Valley on Friday, May 31, featuring wines from Blackbird and Ma(i)sonry, and cuisine prepared by Chef Adam Mali of Mandarin Oriental, San Francisco. Among the many attendees was Mandarin Oriental's Richard Baker, executive vice president, operations director – The Americas. Baker, who was delighted with Mandarin Oriental Hotel Group's involvement in Auction Napa Valley and partnership with Bespoke Collection, noted: "We were thrilled to be part of a memorable dinner at Ma(i)sonry Napa Valley with Blackbird Vineyards and are grateful to have had the opportunity to showcase Mandarin Oriental's exciting and original cuisine from our extraordinary culinary team from Mandarin Oriental, San Francisco. Most of all, we are proud to be aligned with the auction's charitable efforts in support of Napa Valley Charities and help raise awareness designed to make a positive difference in the world."

Since 2006, Blackbird has collectively raised over \$1 million for Auction Napa Valley. Past live lot donations have included a rare opportunities to contribute to Robb Report's Car of The Year issue, attend the Cannes Film Festival with hosts CHOPARD, and experience the CHANEL couture fashion show in Paris with private air from XOJET.

Blackbird Vineyards extends a heartfelt thanks to all those who helped make this year's auction a success.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Right-bank-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard's valley floor topography presents optimum growing conditions for Winemaker, Aaron Pott, to produce elegantly-styled, appropriately-balanced red wines that offer short and long-term cellaring potential. www.blackbirdvineyards.com   

About Auction Napa Valley:

Since 1981, members of the Napa Valley Vintners and community have rallied together to offer, each June, an experience unlike any other. What started as a small event has grown into one of the world's most renowned wine auctions which remains true to its goal of raising funds for healthcare, housing, and youth services nonprofits. Auction Napa Valley has given over \$125 million in proceeds to date. www.napavintners.com

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