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## **BLACKBIRD VINEYARDS COLLECTIVELY RAISES NEARLY \$170,000 AT 30TH ANNUAL AUCTION NAPA VALLEY**

(NAPA VALLEY, CA; June 7, 2010) – In its fourth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised almost \$170,000 with its Live, Barrel and E-Auction lots, contributing to the Auction’s \$8.5 million total. The result is over three times what Blackbird raised in the 2009 Auction, demonstrating both increasing enthusiasm for Blackbird Vineyards’ wines and new optimism for the luxury wine industry and the recovering economy as a whole.

For the 30<sup>th</sup> year, wine lovers descended on Napa the first weekend of June for what has become one of the largest wine-focused charity auctions in the world. Blackbird Vineyards participated in every facet of the four-day event culminating in Saturday's live auction and dinner at Meadowood Resort. The auction’s final tally of \$8.5 million benefits healthcare, youth services, and affordable housing non-profits in the Napa Valley and represents an increase of 49% from the 2009 Auction.

The Blackbird Barrel lot ranked among the most prized wines amongst more than 100 barrels auctioned. "We are thrilled to, once again, have a top finish amongst wines sold, as it further validates our belief that world-class Merlot/Cabernet Franc blends can rival Napa Valley Cabernet Sauvignons. We are also pleased to have been able to create a one-of-a-kind experience in the Live Auction that resonated with auction attendees," noted Blackbird Vineyards proprietor, Michael Polenske.

Blackbird Vineyards' Live lot #36 - referred to as ‘Simply The Best’ - afforded its winner a four-year vertical collection of double magnums (12 Litres) from Blackbird Vineyards; two nights' accommodations for three couples at San Francisco’s Mandarin Oriental, one night’s accommodations for six at Yountville’s eco-luxurious Bardessono, dinner for six at both Ma(i)sonry Napa Valley and Vita by Laura Cunningham, Napa Valley’s highly anticipated Sicilian restaurant opening in 2011.

The centerpiece of Live Lot #36 includes the rare opportunity to contribute to the *Robb Report’s* 2011 ‘Car of The Year’ issue, test driving many of the world’s finest automobiles and providing feedback alongside the country’s leading automotive critics. Highlights include an overnight stay for two at Meadowood Napa Valley, site of the two-day program, and the opportunity to judge cars such as those featured in previous ‘Car of the Year’ issues, including the Allard J2X, Aston Martin DBS, Bentley Continental, Bugatti Veyron Grand Sport, Audi R8, BMW X6, Jaguar XKR, Lamborghini Murcielago, Spyker C8, and Porsche Panamera Turbo.

To kick off Auction Napa Valley, Blackbird Vineyards hosted dinners on Thursday, June 3<sup>rd</sup> and Friday, June 4<sup>th</sup> at Ma(i)sonry Napa Valley - "a life aesthetic." Guests had the opportunity to tour the sculpture garden and peruse the art, design, and furnishings gallery. Patrons enjoyed a five-course meal prepared by chefs from the New York, Miami, and San Francisco's Mandarin Oriental hotels, paired with the wines of Blackbird Vineyards and Ma(i)sonry Napa Valley.

Over the past five years, Blackbird has raised nearly \$700,000 for Napa County health, youth, and low-income housing non-profit organizations, including an exclusive dual hemisphere live lot in 2009 and packages with XOJET in 2007 and 2008, along with a collection of CHANEL Fine Jewelry. This was the first year Blackbird collaborated with *Robb Report* for an auction. “We are truly grateful to our global partners who are simply invaluable when it comes to raising money for these worthy charities,” concludes Polenske.

#### **About Blackbird Vineyards**

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol-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 Winemakers Aaron Pott and Sarah Gott to produce elegantly styled, appropriately balanced red wines that offer short- and long-term cellaring potential. Limited quantities are available through an allocated mailing list direct from the winery and in the finer restaurants and hotels around the world. Visit [Blackbird](#) and become a fan on [Facebook](#).

#### **About Ma(i)sonry Napa Valley**

Restored in 2008 by Blackbird Vineyards’ Proprietor Michael Polenske, this historic 1904 stone building serves as a stylized backdrop for Ma(i)sonry Napa Valley—“a life aesthetic.” As an art, design, and collective wine-tasting gallery among an outdoor sculpture garden, Ma(i)sonry offers guests a differentiated lifestyle experience in wine country. Located in Yountville—a world-class culinary, wine, and tourism destination—Ma(i)sonry Napa Valley features a rotating collection of limited-production wines and internationally renowned art and furnishings to appreciate and acquire. Guests are welcome to peruse Ma(i)sonry’s galleries seven days a week, with seasonal evening appointments until 10 p.m. For more information, visit [www.maisonry.com](http://www.maisonry.com).

#### **About Auction Napa Valley**

Since 1981, members of the Napa Valley Vintners and the Napa Valley 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—with more than 350 wineries and 550 community volunteers now taking part—yet remains true to its goal of raising funds for healthcare, housing and youth services non-profits: Auction Napa Valley has given \$90 million in proceeds to date. [www.napavintners.com](http://www.napavintners.com)

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