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BESPOKE COLLECTION
ARTISANAL BRANDS & EXPERIENCES

BLACKBIRD VINEYARDS RAISES \$142,450 at 32nd ANNUAL AUCTION NAPA VALLEY
Live Lot Partnership with Lexington Cancer Foundation Provides Ultimate Kentucky Derby Experience



Private Bidder Dinner at Ma(i)sonry hosted by Proprietor, Michael Polenske, and chefed by Mandarin Oriental, San Francisco
Gift bags included offerings from Mandarin Oriental, Restoration Hardware, and Wilkes Bashford

(NAPA VALLEY, CA; June 6th, 2012) –In its sixth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$142,450 with its Live, Barrel and E-Auction lots, contributing to the Auction's \$8 million plus total. Auction Napa Valley, now in its 32nd year, surpassed \$100 million dollars in charitable giving last year. The auction's final tally of over \$8 million this year will 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, which garnered a winning bid of \$120,000, as well as a 2010 vintage barrel lot that sold for up to \$2,150 per case (\$179 per bottle and 43% over the winery's retail bottle price). The E-Auction lot went for \$3,500 and included a bottle of Blackbird's flagship wine, Illustration, in addition to a wine tasting at Ma(i)sonry Napa Valley, and overnight accommodations at Solage Calistoga in Napa Valley and Mandarin Oriental, San Francisco.

Blackbird Vineyards' Live Lot #11 included a Horizontal Collection—a three-year, hand-etched, 6L collection of 2009 Illustration, 2009 Paramour, and 2009 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 dining experience with accommodations at Bardessono Napa Valley for six persons.

Blackbird has collectively raised over \$950,000 for Auction Napa Valley. Past lot donations have included a rare opportunity to contribute to Robb Report's Car of The Year issue, attend the Cannes Film Festival with hosts CHOPARD, and the CHANEL couture fashion show in Paris with private air from XOJET.

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 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 \$100 million in proceeds to date. www.napavintners.com

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