



## RIVERA VINEYARDS

For Immediate Release: January 2006

### Rivera Vineyards Raises \$60,000 for Bay Area Kids In Need

Napa, CA, January 2006—Rivera Vineyards, a charitable premier wine-making operation located in the Napa Valley, raised \$60,000 for The Taylor Family Foundation (TTFF). Two Rivera Vineyards nine liter wine bottles were auctioned off for \$30,000 each—the highest bid package at the 15th Annual Day In The Park fundraiser. This money will help enhance the quality of life for children in Northern California suffering from HIV/AIDS, cancer and other life-threatening diseases.

“There’s nothing more rewarding than raising funds for an organization dedicated to making a difference in children’s lives,” says Steven Rivera, proprietor of Rivera Vineyards. “For my wife Marilyn and me, generating income for TTFF and other remarkable foundations is the primary purpose behind our winemaking efforts.”

“We were thrilled by the hefty donations that Rivera Vineyards wine brought in,” said Barry Taylor, CEO, The Taylor Family Foundation. “Day In The Park is our most significant fundraiser of the year. These are the funds that will provide children with medical care, social and psychological support, and most of all heart-warming camp experiences. We appreciate the generosity of Rivera Vineyards and the role they play in supporting our cause.”

#### **About Rivera Vineyards**

Rivera Vineyards ([www.riveravineyards.org](http://www.riveravineyards.org)) is about wine, philanthropy, and compassion. By donating 100% of all proceeds to charitable causes, every bottle helps create a better life for someone in need. Early bottlings from Rivera Vineyards have been auctioned to support the work of The Taylor Family Foundation, The Summit Bank Foundation, and The Sportstrong Youth Sports Foundation. A three liter bottle of Rivera Vineyards wine raised \$2,500 for the Special Olympics.

Recognizing that it takes premium wine to attract top dollars for worthy causes, Rivera Vineyards wines are produced by Napa Valley’s top talent:

Karen Culler is Rivera Vineyards’ winemaker. With more than a decade’s experience with Robert Mondavi Winery and Vichon Winery, Karen is a renowned Napa Valley winemaker. Currently, she is the winemaker for Ladera Vineyards, Wolf Family Vineyards (located on the historic Inglewood Estate), and her own label, Culler Wines, all of which are enjoying high marks from the wine critics. Karen is distinguished for

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producing vineyard designated wines which not only showcase the vineyard's unique qualities, but also honor the grower's efforts in the winemaking process.

Pete Richmond of Silverado Farming Company ([www.silveradoframing.com](http://www.silveradoframing.com)) is the vineyard manager for Rivera Vineyards. Before founding Silverado, Pete worked at Kendall-Jackson Wine Estates, managing all of their vineyards in Napa, southern Sonoma and Lake counties, and implementing Kendall-Jackson's first organic vineyards. Silverado Farming Company's clients include Harlan Estate Winery, Bryant Family Vineyard, and Littorai Wines.

#### **About The Taylor Family Foundation (TTF)**

The Taylor Family Foundation ([www.ttff.org](http://www.ttff.org)), a private non-profit organization, was formed in 1991 by Elaine and Barry Taylor to preserve the wellness of children. The Foundation raises money to support programs for children in Northern California with life-threatening illnesses and disabilities.