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PRESS RELEASE

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Exhibition:

THE ART OF TERROIR

Dates:

April 28 – July 15, 2007

Public Opening Reception:

Saturday, April 28, 2007, 4 – 7 pm

Venue:

Sonoma County Museum

425 Seventh Street, Santa Rosa, CA 95401

Museum Admission:

\$5 general, \$2 students, seniors & disabled;
Members & children under 12 are FREE

Museum hours:

Wednesday – Sunday, 11:00 am to 5:00 pm

Information:

707-579-1500 – www.sonomacountymuseum.org

Opening Night Reception April 28, 2007, Sponsored By Kendall-Jackson

SONOMA COUNTY MUSEUM SET TO SHOWCASE *THE ART OF TERROIR* PHOTOGRAPHIC EXHIBITION

SANTA ROSA, CALIFORNIA — This April, Sonoma County Museum debuts *The Art of Terroir*, a photographic collection of 75 color images by Healdsburg photographer George Rose. An opening reception sponsored by Kendall-Jackson Winery will be held at the Museum on Saturday, April 28 from 4 p.m. to 7 p.m., and is free to the public.

The photographic exhibit chronicles seasonal changes in some of Sonoma County's most elite mountain and hillside estate vineyards, shedding light on the French viticultural concept of "terroir." *Terroir* is that mystical combination of light, water, air and soil, an all-important ingredient in helping to create world-class wines. The estate vineyards depicted in the exhibition are all owned by Kendall-Jackson founder and Sonoma County resident, Jess Jackson, and his family.

Rose, the Vice President of Public Relations at Kendall-Jackson Winery, is a former Pulitzer-Prize nominated *Los Angeles Times* photographer. He has spent the past four years roaming Kendall-Jackson's California coastal vineyard estates, including those in Sonoma County. The results of these photographic efforts have been compiled in *The Art of Terroir*, a 110-page mini-coffee table book published this spring by San Francisco-based *Chronicle Books*. Noted wine writer Rod Smith contributed to the book designed by Jennifer Barry.

The Art of Terroir exhibition runs from April 28 to July 15. The Sonoma County Museum is located at 425 Seventh Street in Santa Rosa and is open Wednesdays through Sundays. For further information, go to www.sonomacountymuseum.org or call (707) 579-1500.

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