



For Immediate Release:

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Santa Barbara Vintners Announces New Event Partnership

Relevé Unlimited to expand and elevate spring and fall events in 2014

BUELLTON, CA – The Santa Barbara County Vintners' Association (SBCVA) is pleased to announce a new partnership with Relevé Unlimited, a highly regarded special event company with offices in Solvang and Santa Barbara, California. The partnership will help take the *Santa Barbara Vintners Spring Weekend* and fall *Santa Barbara Vintners Celebration of Harvest Weekend* to new levels by adding ancillary events and elevating the profile and execution of the festivals themselves.

Morgen McLaughlin, the new executive director of the Santa Barbara County Vintners' Association, said *"As we continue our work of bringing more visibility to the Santa Barbara County wine region, it was important for us to find a local partner who could help us develop our festivals into dynamic multi-day experiences for consumers, media and trade that showcase Santa Barbara County as a world-class wine and food destination."*

According to Diane Hamilton, president of Relevé Unlimited, *"We are thrilled to be producing the Santa Barbara County Vintners' Association festivals and events beginning in 2014. We'll be expanding these events to include a variety of new multi-day experiences, taking them toward a richer level of offerings for festival attendees and tangible benefits for the SBCVA membership, sponsors, and supporting vendors."*

The spring *Santa Barbara Vintners Weekend*, April 11-13, 2014 will include wine maker lunches and dinners, winery and tasting room open houses, vineyard walks, and the 31st annual Vintners' Festival at the Riverview Park, Buellton on Saturday, April 12.

The fall *Santa Barbara Vintners Celebration of Harvest Weekend* will also include wine maker dinners, winery and tasting room open houses, and library tastings over the Columbus Day Weekend, October 10-13, 2014 including the Celebration of Harvest Festival on Saturday, October 11, 2014.

About the Santa Barbara County Vintners' Association

The Santa Barbara County Vintners' Association is a non-profit organization founded in 1983 to support and promote Santa Barbara County as a premium wine producing and wine grape growing region. The Association includes winery members whose annual production is at least 75% Santa Barbara County labeled, as well as grower/vineyard members and business associations. The Vintners' Association produces festivals, seminars and tastings and provides information to consumers and the wine and travel media. www.sbcountywines.com

About Relevé Unlimited

With offices in Santa Barbara and Solvang, Relevé Unlimited is a highly regarded meeting and event production company specializing in the strategic creation and production of special events for private corporate clients, conferences, social gatherings, public festivals, and exhibitions. Founded in 1991, Relevé Unlimited has been providing unique meeting, event and festival experiences throughout the United States, Canada and Europe. The company maintains a prestigious client base, and is a one-stop shop for all aspects of meeting and event production, logistics management and sponsorship procurement. www.releveunlimited.com

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