



**FOR IMMEDIATE RELEASE:**

**San Francisco Vintners Market™ at Fort Mason Nov. 4-5 Supports North Bay Fire Relief  
50% of Sunday Ticket Sales Dedicated to the Redwood Credit Union Community Fund™**

**San Francisco, CA – Oct. 24** – At the upcoming San Francisco Vintners Market™ more than 100 Northern California wineries will offer their wines for taste and sale at the Fort Mason Festival Pavilion, Saturday and Sunday Nov. 4-5. This unique, bi-annual “farmer’s market” devoted exclusively to wine, is hosting its 16<sup>th</sup> event welcoming wine lovers from the San Francisco Bay area, while supporting those in the community who have been touched by the recent wildfires.

“We extend our heartfelt sympathy and thoughts to all our friends and colleagues in wine country who have been affected by these terrible fires,” said San Francisco Vintners Market’s Cornelius Geary.

San Francisco Vintners Market™ will donate 50 percent of ongoing Sunday ticket sales (Nov. 5) to the Redwood Credit Union Community Fund™ – North Bay Fire Relief, a 501(c)(3) non-profit charity. “To get the ball rolling, we have made an initial donation of \$1,000 to the fund,” he said.

The most important way to support winemakers throughout the ongoing recovery process is to buy their wine. In keeping with the “try and buy” concept of the event, where participating wineries sell direct to consumer, 100 percent of all wine sales accrue directly to the selling winery.

Producers large and small need our support during these difficult times. Winemakers work hard year-round, and need to market and sell. Many wineries receive a large percentage of their Holiday sales beginning with this annual November event. “We hope to outperform past events and look for San Francisco’s wine fans and aficionados to come out strong,” Geary said.

“We are united to help those impacted. Despite the devastation, the wineries will be there for us. Let’s be there for them.”

Please use the link to purchase tickets: <https://sfvm-fall2017.eventbrite.com/?aff=RELIEF>

San Francisco Vintners Market™ has been supporting boutique, family-owned and cult wine producers since 2009 and led the way for winemakers to connect with wine lovers and sell direct to consumer and trade buyers. The fun-filled event hosts a broad selection of boutique wines from the leading California and global wine regions in an entertaining and jam-packed weekend of wine tasting, wine buying and merry making all located at the historic Fort Mason Center’s Festival Pavilion.

### **About Redwood Credit Union Community Fund™ – North Bay Fire Relief**

Redwood Credit Union Community Fund™ is accepting financial donations to aid relief efforts and assist the victims of the fires in the North Bay. One hundred percent of your donations will go directly to support relief efforts and those affected by the fires. Redwood Credit Union Community Fund was created in partnership with Redwood Credit Union, the Press Democrat and Senator Mike McGuire.

For more information go to: <https://www.rcucommunityfund.org/>

### **About San Francisco Vintner Market™**

San Francisco Vintners Market™ is the first of its kind “farmers market” where wineries of all sizes sell wine direct to the consumer. Held twice annually in the Spring and Fall in San Francisco, each event offers up to 10,000 attendees the opportunity to “try and buy” wine from up to 200 winemakers. Founded in 2010, SF Vintners Market has hosted more than 2,000 wineries and nearly 100,000 attendees since its founding.

For more information go to: <https://www.sfvintnersmarket.com>

### **About Firewater Media™**

Firewater Media™ is a powerful combination of digital and print publishing, live events and marketing capabilities focused on the premium beer, wine, spirits and food spaces. Founded in 2005, our network of brands includes B2C and B2B publishing, industry and consumer events, print and digital content, and experiential marketing programs all under one roof. We are headquartered in San Francisco with satellites in Milwaukee, Chicago, New York, and London.

For more information go to: <https://www.firewatermedia.com>

#### **Contact:**

Jeanette Hrnyak  
[jeanette@firewatermedia.com](mailto:jeanette@firewatermedia.com)  
1288 Columbus Avenue  
Suite #307  
San Francisco, CA 94133  
Phone: (216) 235-8377

###