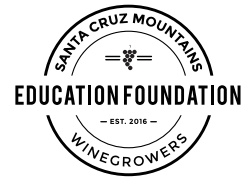


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SANTA CRUZ MOUNTAINS WINEGROWERS STRENGTHEN LOCAL GIVING

GROUP LAUNCHES SANTA CRUZ MOUNTAINS WINEGROWERS EDUCATION FOUNDATION

SILICON VALLEY, CA. (January 16, 2017) – The Santa Cruz Mountains Winegrowers Association (SCMWA) today announced they are expanding their efforts in 2017 to focus on giving back with the launch of the Santa Cruz Mountains Winegrowers Education Foundation (SCMWEF). The Foundation will work with community-based organizations to provide resources and support to benefit educational and research programs in Santa Clara, Santa Cruz and San Mateo counties.

“Our Foundation bridges the gap between existing SCMWA programs and the individuals who should benefit from them in the areas of education and research,” said Mark Vernon, president of the Santa Cruz Mountains Winegrowers Education Foundation. He added, “Our region is at the heart of technology and innovation. As maverick winemakers we pair well with the social innovators of the Silicon Valley”. The Foundation’s premier fundraising event is the Silicon Valley Wine Auction – which has raised approximately 1.5 million dollars in the last two years.

The primary benefactor of Silicon Valley Wine Auction 2017 is the Silicon Valley Education Foundation (SVEF) which drives scholastic achievement in the critical areas of science, technology, engineering, and math (STEM) providing innovative academic programs. Since 2015, SCMWA and SVEF have partnered to present the Silicon Valley Wine Auction, in support of STEM education. In 2009, the US Department of Labor listed eight STEM careers out of the top ten most highly needed occupations (accounting, computer science, electrical engineering, mechanical engineering, information sciences and systems, computer engineering, civil engineering, and economics and finance) in the near future.

“The Silicon Valley Wine Auction has allowed us to expand programs where additional resources are needed”, said Dave House, Board Member of SVEF as well as a member of SCMWA. He added, “We look forward to our long-term partnership with the Santa Cruz Mountains Winegrowers Education Foundation which will help improve education in our community with the primary focus on STEM.” Children with a degree in STEM will some-day oversee solving complex problems of today’s world and its future. These children will work to find solutions for global warming, cancer, third world hunger, disappearing habitats, and an interdependent world economy.

The Santa Cruz Mountains Winegrowers Education Foundation is the charitable umbrella under which Santa Cruz Mountains Winegrowers Association conducts philanthropic work. SCMWEF exemplifies a commitment to excellence in winemaking; commitment to education; and fundraising for the future. The goal is to invest deeply, rather than broadly, in areas of children’s education and health research to create a positive impact in local communities. For more information about SCMWEF and its programs, visit SVWA.org or contact Megan Metz, Managing Director, at contact@svwa.org / (831) 685-8463.

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