

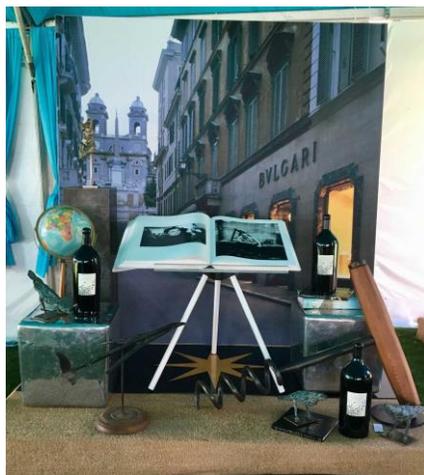
FOR IMMEDIATE RELEASE
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**BLACKBIRD VINEYARDS CONTRIBUTES \$205,100 TO FUNDRAISING EFFORTS AT
39th ANNUAL AUCTION NAPA VALLEY**

Partnership with Bvlgari and The St. Regis San Francisco for Bejeweled and Bespoke Experiences



Live lot display at Auction Napa Valley (left), Blackbird Vineyards wines (right)

(NAPA VALLEY, CA; June 7th, 2019) – In its thirteenth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$205,100 with its live, barrel and e-auction lots, contributing to the Auction's \$12 million total. Auction Napa Valley, now in its 39th year, has helped raise more than \$185 million in proceeds since its inception. The \$12 million raised this year will directly benefit healthcare, youth services, and affordable housing non-profits in Napa County.

Participating in nearly every aspect of this year's auction, Blackbird Vineyards donated a one-of-a-kind live lot in partnership with Bvlgari, which garnered a winning bid of \$180,000. A single barrel of wine was produced for the 2017 barrel lot cuvée, which sold for up to \$2,300 per case. In collaboration with The St. Regis San Francisco, Blackbird's "The Ultimate Blackmail" lot, part of the e-auction sold for \$4,350 and included a two-night stay at The St. Regis San Francisco with suite accommodations, daily breakfast for two and two 60-minute spa treatments. The lot also included three hand-etched magnums of Blackbird Vineyards wines, a two night stay for two couples at Blackbird's Oak Knoll property, a private gallery tour experience for four at ÆRENA Galleries & Gardens and one year of BlackMail membership. Blackbird Vineyards also hosted a private dinner at RiverHouse by Bespoke Collection on Friday evening.

Blackbird Vineyards' live lot, #24, included a three-bottle, horizontal collection of hand-etched, 6L imperials of 2016 Illustration, Paramour and Contrarian Proprietary Red Wines signed by winemaker Aaron Pott. The winning bidders will experience the finest in Italian luxury in Milan and Rome with Bvlgari. In Milan, they will stay at the exquisite Bvlgari Milano Hotel and experience an unparalleled level of service and glamour. Visit some of the city's key sights on a private guided tour, then relax with a day at the hotel's spa. Next, they travel from Milan to Rome via private car and check in to a 5-star luxury hotel. Enjoy a private, guided tour of the Eternal City's most exquisite palazzos and monuments and visit the special DOMVS exhibition gallery located above Bvlgari's landmark Via Condotti 10 boutique. The winners will immerse themselves further into Bvlgari's world of jewelry during a private Gems Table experience hosted by Bvlgari's Jewelry Creative Director, Lucia Silvestri. To bring the experience back to Napa Valley, where it all began, this experience concludes with a portfolio tasting of Blackbird Vineyards wines at RiverHouse by Bespoke Collection followed by a dinner and accommodations at Harvest Inn.

Since 2006, Blackbird has collectively raised over \$4 million with \$2.6 million of that for Auction Napa Valley. Past live lot donations have included rare opportunities to experience the Kentucky Derby, contribute to Robb Report's Car of The Year issue, and enjoy the CHANEL couture fashion show in Paris with private air from XOJET.

Blackbird Vineyards extends a heartfelt thank you to all those who helped make this year's auction a success.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Right-bank-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard's valley floor topography presents optimum growing conditions for winemaker, Aaron Pott, to produce elegantly-styled, appropriately-balanced red wines that offer short and long-term cellaring potential. www.blackbirdvineyards.com

About BVLGARI

Part of the LVMH Group, Bvlgari was founded in Rome in 1884 as a jewellery shop. Quickly establishing a reputation for Italian excellence, Bvlgari enjoys renown for exquisite craftsmanship and magnificent jewellery creations. The Company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.

About The St. Regis San Francisco

The St. Regis San Francisco opened in November 2005, introducing a new dimension of luxury, uncompromising service, and timeless elegance to the city of San Francisco. The 40-story landmark building, designed by Skidmore, Owings & Merrill, includes 100 private residences rising 19 levels above the 260-room St. Regis Hotel. From legendary butler service, "anticipatory" guest care and impeccable staff training to the signature Remède Spa, luxurious amenities and interior design by Yabu Pushelberg of Toronto, The St. Regis San Francisco delivers an unmatched guest experience. The St. Regis San Francisco is located at 125 Third Street. Telephone: 415.284.4000.

About Auction Napa Valley

Since 1981, members of the Napa Valley Vintners and community have rallied together to offer, each June, an experience unlike any other. What started as a small event has grown into one of the world's most renowned wine auctions which remains true to its goal of raising funds for healthcare, housing, and youth services nonprofits. Auction Napa Valley has given over \$185 million in proceeds to date. www.napavintners.com

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