



FOR IMMEDIATE RELEASE

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Micro-Brew Fundraiser Set for Friday, October 9

Sonoma County Museum Celebrates Oktoberfest With Micro-Brew Tasting Fundraiser

September 1, 2009 (Santa Rosa, CA) – **The Sonoma County Museum announces our second annual beer tasting fundraiser event, Big Oktoberfest Bash.** The event will offer a selection of 6 local micro-breweries and tasty treats from 8 local food purveyors. The event takes place on Friday, October 9, 2009 from 5:00pm-9:00pm and will be held at the Santa Rosa Veterans Memorial Building.

The Museum has partnered with Lagunitas Brewery to once again feature these great regional microbrewers based in humble Petaluma, CA. The Micro-Brew or Craft Brew Industry is just as much an integral part to Sonoma County as the Wine Industry, so it is was a fun and exciting idea to partner with Lagunitas for this event. The idea was to present a very grass-roots style fundraising event and to get back to the Museum's roots of beer tasting festivals of the past.

BEER & WINE

The featured micro-breweries include Lagunitas from Petaluma, Third Street Aleworks from Santa Rosa, Russian River Brewery and Moonlight Brewing Company also from Santa Rosa, Marin Brewing Company from Larkspur and Moylan's from Novato. There will also be Artiste Winery from Healdsburg and Kenwood Winery from Kenwood. Guests will receive a free monogrammed drink glass which will be offered at the door with purchased event tickets. Tastings will be served between 5:00 and 8:00pm.

TASTY BITES

Delicious bites will be served in addition to sipping down beers and wine at this event. Enjoy food from Oliver's Market, Kashaya's Brick Oven Pizza, Sweet Spot, Hog Island Oysters, Redwood Hill Farms, Humble Pie, Ruthy's Real Homemade Meals, Out to Lunch Catering and Flying Goat Coffee.

LIVE MUSIC

Local bands, The Spindles and Crazy Famous will be performing on the main stage. Crazy Famous has a rock'n'roll/indie rock sound and The Spindles are more alternative/indie rock. DJ Paul Timberman, of WestPole, will be spinning dance, pop & rock tunes in between bands. Timberman is a regular dj on KRCB Radio and at First Fridays at Stir in Santa Rosa, as well as, various nightclubs in San Francisco.

RAFFLE

The Museum will be hosting the fundraiser at Santa Rosa Veterans Memorial Building this year to allow the crowd ample room in the beer tasting area for mingling and enjoying local live music. There will also be a raffle with multiple raffle prizes including a home-brew kit from The Beverage People, a tour and tasting package from Korbel, a tour and taste package from Lagunitas and a business web consulting package from aNetGain.com.

PAPARAZZI PHOTO SHOOT

Professional photographer, John Sappington, will be taking guests photos as they enter the event. Sappington is a Professor of both traditional and digital photography at the Santa Rosa Junior College & The San Francisco Art Institute. Sappington also provides IT support for several non-profits in Sonoma County including Sonoma County Museum and the Sonoma County Arts Council.

SPONSORSHIPS

With a plan to host 500 guests, the Museum is hoping to raise enough money to benefit some of the educational programs for 2010, which serve Sonoma County and the region's schoolchildren. Sponsorships are still available starting at a mere \$100, please phone 707-57-1500 x 13 or email sjandrew@sonomacountymuseum.org to inquire and find out how you or your business can take advantage of this opportunity.

BOB is currently sponsored in part by Lagunitas Brewing Company, Ad-Vantage Marketing, Dede Stanley Designs, The North Bay Bohemian, Zyrmoski-Konicek LLP and Liz & Mario Uribe. Become a sponsor today!

TICKETS

Tickets are only \$30 for museum members and \$35 for non-members in advance. Group discounted ticket rate is \$25 per ticket for 10 tickets purchased or more. Tickets will be \$40 at the door. Tickets include unlimited tastings. To purchase tickets, or for more information, **contact the Sonoma County Museum at (707) 579-1500 x13.**

About the Sonoma County Museum

Founded in 1985, the Sonoma County Museum serves the whole of Sonoma County, which is made up of nine incorporated cities and includes a population of nearly 500,000 people. As the leading and most comprehensive museum north of San Francisco up to Oregon, thousands of members and visitors attend the exhibitions, events and programs, which include lectures, panels, conferences, and workshops. Through the preservation of collections and the presentation of exhibitions and programs, the Museum attracts more than 20,000 people annually. As its flagship program, the *Museum & Schools Program* is ongoing throughout the school calendar year and provides students and teachers with free/subsidized bussing, guided tours of the museum, hands-on materials for additional learning, and free Educator Guides for teachers – following CA State Content Standards. For more information, please visit the Museum's website at www.sonomacountymuseum.org.

**The Sonoma County Museum is a 501(c)3 nonprofit organization, so all donations are tax deductible.
Tax ID#: 94-2506626**

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Event Information:

B.O.B. – Big Oktoberfest Bash – Micro-Brew Beer Tasting Fundraiser

LOCATION: Santa Rosa Veterans Memorial Building, 1351 Maple Ave., Santa Rosa, CA

DATE: Friday, October 9, 2009

TIME: 5:00pm – 9:00 pm (Tasting between 5:00-8:00pm)

COST: \$30 for members, \$35 general

\$40 each, at the door

*includes keepsake beer tasting glass & unlimited tastings

ENTERTAINMENT: The Spindles, Crazy Famous & dj Paul Timberman

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