

Petaluma Patch

Wineries Raise \$100K For Valley Fire Victims



Valley Fire images via Al Francis of NapaSonomaPhotos.com

Three Napa Valley wineries raised \$100,000 at a fundraiser Wednesday in St. Helena for Lake County residents affected by the recent Valley Fire.

Alpha Omega Winery, along with wineries Darioush and St. Supery Estate Vineyards & Winery, hosted the event at their winery, located at 1155 Mee Lane. The three wineries selected Up Valley Family Center and #LakeCountyRising, two Lake County-based organizations, to receive 100 percent of the proceeds from the event, according to event organizers.

Three hundred people attended the event, organizers said.

“Although disaster aid at this scale is a new undertaking for us, we are grateful to the Napa Valley vintners for their confidence in us,” president of Up Valley Family Center Elaine Jones said. The idea for the fundraiser came when an Alpha Omega Winery employee began volunteering at shelters to help people affected by the Valley Fire.

The employee asked her coworkers to donate tents, sleeping bags, pillows, kennels and other items. The donations inspired the winery to cancel a monthly BBQ with Darioush winery and instead host a fundraising BBQ for victims of the fire, inviting neighboring winery, St. Supery, to participate, event organizers said.

The fundraiser was made possible with help from the Napa Valley Film Festival, event organizers said. In addition, local businesses and community members donated things such as food, entertainment, prizes and wine.

“Tragedy knows no borders,” Alpha Omega Vintner Michelle Baggett said. “Many workers in Napa County from our hospitals and schools to local businesses live in the next county. A fire devastation in a populated community is likened to the charred scene of a war zone.”

The Valley Fire began on Sept. 12 near Cobb, a community in unincorporated Lake County. It has burned 76,067 acres, with the fire reaching over into parts of Napa and Sonoma counties.

The fire destroyed 1,958 structures and is 97 percent contained. Four civilians died and four firefighters were injured in the fire.