



FOR IMMEDIATE RELEASE

Sonoma County Vintners announces the appointment of Kelin Backman as Managing Director of Sonoma Wine Country Weekend

(January 11, 2017; Santa Rosa, CA)—The Sonoma County Vintners and Sonoma Valley Vintners & Growers Alliance announced today that Ms. Kelin Backman has accepted the position of Managing Director of Sonoma Wine Country Weekend. Sonoma Wine Country Weekend has been named by “Wine Spectator” as one of America’s top three wine charity fundraisers. In her new position, Backman will be responsible for providing leadership and new organizational structure focused on the unique events that are the backbone of Sonoma Wine Country Weekend. The two major events are “Taste of Sonoma” and the “Sonoma Harvest Wine Auction”.



Kelin Backman brings a strong sense of commitment to community and the creative vision for developing and seamlessly executing large-scale fundraising events. Her prior 10 years of experience include developing and executing the “Rivertown Revival” event for the Friends of the Petaluma River, producing the “Levi’s King Ridge” GranFondo’s “Fondo Sonoma Festival” and “Festa del Fondo Gala”, and serving as the Fundraising Director and Events Producer for Congressman Jared Huffman.

A Petaluma resident, Backman received a Bachelor’s of Arts in English from University of Texas, Austin, and worked as a high school English teacher for over 10 years. In addition to her passion for education and the environment, Backman is very involved in her community, serving as the board chair of the Friends of the Petaluma River.

“We are very pleased our national search brought forward Kelin Backman from within our local community” said Jean Arnold Sessions, Executive Director of Sonoma County Vintners, “Ms. Backman has a deep connection to Sonoma County and the nonprofit partners the Sonoma Wine Country Weekend and our Vintners work hard to support.”

About Sonoma Wine Country Weekend

Sonoma Wine Country Weekend is the signature celebration of Sonoma County’s wines, winegrowers, chefs and the independent, generous spirit of this world-class wine country destination. A partnership between the Sonoma County Vintners and Sonoma Valley Vintners and Growers Alliance, the events have raised more than \$24 million to date to invest in Sonoma County’s future. For more information about Sonoma Wine Country Weekend, visit SonomaWineCountryWeekend.com.

About the Sonoma County Vintners

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world’s premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1946, SCV represents more than 250 wineries, 17 appellations, and affiliated business throughout the county. Learn more about SCV at SonomaWine.com.

About the Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 members who share a mission to promote awareness of Sonoma Valley’s grapes, wine, and history as the birthplace of the California wine industry. Sonoma Valley comprises five of the seventeen American Viticulture Areas (AVAs) of Sonoma County: Bennett Valley, Los Carneros, Moon Mountain District, Sonoma Mountain and Sonoma Valley. For more information on the SVVGA and SVVGF, please visit SonomaValleyWine.com.

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