



Wells Fargo Center for the Arts  
Enrich. Educate. Entertain.

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50 Mark West Springs Road Santa Rosa California 95403  
Box Office: 707-546-3600

For Immediate Release: October 19, 2009  
Media Contact:  
Kristi Buffo, Wells Fargo Center for the Arts - 707-527-7006  
Robert Larsen, Rodney Strong Vineyards - 707- 433-0998

## Rodney Strong Vineyards Becomes Exclusive Wine Partner of Wells Fargo Center for the Arts

New Partnership to benefit arts and education programs at Sonoma County's non-profit Arts Center

Santa Rosa, Ca. (October 19, 2009) -- Rodney Strong Vineyards, one of Sonoma County's finest family owned and operated wineries, is joining the non-profit Wells Fargo Center for the Arts as the Center's exclusive wine partner. Beginning October 21 with the performance of Complexions Contemporary Ballet, Rodney Strong wines will be poured exclusively at Wells Fargo Center for the Arts performances and events, with all proceeds benefiting the Center. The new three-year partnership will provide a cash sponsorship and an in-kind donation to help support the Center's arts and education programs, including its Education Through the Arts program serving 30,000 students every year.

"We're excited to welcome Rodney Strong Vineyards as our new exclusive wine partner," says executive director Rick Nowlin. "Community contributions, such as this gift from Rodney Strong, enable us to present world-class performances and education programs serving children and families, and provide a home for six local performing arts companies. Since ticket sales generate only half the revenue needed to operate the non-profit Center, this support is essential—and we're very grateful for it!"

In addition to the exclusive wine partnership, Rodney Strong Vineyards will also sponsor the Arts Center's dance series featuring performances by Complexions Contemporary Ballet, Champions of the Dance, and the Martha Graham Dance Company. "In addition to being a former Broadway and classical ballet dancer, Rod Strong was a lover of all performing arts," notes winery owner Tom Klein. "Rod was also one of the first to recognize Sonoma County's potential to grow exceptional wines. We still focus on making fine Sonoma County wines today. So, this partnership is a perfect fit for us and Rod's legacy. Now, as a locally based winery and supporter of the community, we are very proud and pleased to be able to support the arts in Sonoma County by partnering with Wells Fargo Center for the Arts—the region's premier performing arts venue since 1981."

### About Rodney Strong Vineyards

Rodney Strong Vineyards is dedicated to crafting world-class wines that capture the essence of Sonoma County. Rodney Strong grows and produces wines exclusively from four of Sonoma County's finest appellations—Alexander Valley, Russian River Valley, Chalk Hill and Sonoma Coast. The winery was founded in 1959 by Sonoma County wine pioneer Rodney D. Strong as the 13th bonded winery in the county. Today, the winery is privately owned by the Klein family, a fourth generation California agricultural family.

## About Wells Fargo Center for the Arts

A non-profit community arts center, Wells Fargo Center for the Arts is home to world-class performances, nationally recognized education programs, contemporary sculpture, and many popular events. The Arts Center is located in the heart of the Sonoma wine country and ranked among California's top performing arts presenters. Together with its resident companies, the Center presents more than 100 performances each year in music, dance, theater, renowned speakers, and comedy; and education programs serving 30,000 children and adults annually. Owned and operated by the Luther Burbank Memorial Foundation, the Center relies on charitable community donations to achieve its mission—to enrich, educate, and entertain.

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