



NEWS RELEASE
FOR IMMEDIATE RELEASE

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Sonoma Valley Fund and Nonprofit Partners Benefit From This Year's Gran Fondo: "Ride to Revel"

April X, 2014 — Sonoma Valley Fund, an affiliate of Community Foundation Sonoma County, and its twenty-two nonprofit partners have been named the charitable beneficiaries of this year's Sonoma Gran Fondo bicycling event, Ride to Revel. This year's event will be held on April 26th and starts in Sonoma Plaza. Expect riders from around the Bay Area to participate and 16 volunteers from Sonoma Valley Fund and our nonprofit partners will assist as volunteers.

Project Sport, the sponsor organization for the event, expects to welcome over 1,000 cyclists to the Valley. "We approach this event with a "triple bottom line" commitment, to celebrate: the spirit of the athlete, the culture and economy of the host community, and support for local charities". To the latter point, forty percent of the net proceeds from the event will be donated to Sonoma Valley Fund and shared equally among all twenty-two of its nonprofit partner organizations.

The Ride to Revel event features a beautiful course for cyclists and is well supported along the way. Participants will stop along the route and sample the best of the wine country for each of the 3-courses – 10, 40 and 65 mile – from fresh-roasted Guatemalan coffee and artisan pastries to local-craft cheeses and champagne. Upon finishing in Downtown's Sonoma Plaza, participants can expect to trade in their bikes for tasting glasses and be escorted to feast, revel, and unwind amongst great friends. To participate in the ride and help support local nonprofits, visit: <http://www.echelongranfondo.com/sonoma-napa/the-revelry>.

An affiliate of Community Foundation Sonoma County, Sonoma Valley Fund was created and is managed by respected community leaders to help sustain and improve the Valley's unique

socioeconomic, environmental, and cultural qualities for generations to come. Sonoma Valley Fund promotes and facilitates local philanthropy and legacy giving by serving as a bridge to the future, helping nonprofits build successful legacy and endowment programs, encouraging estate-planning professionals to discuss Sonoma Valley bequests with their clients, offering a set of prudent investment options for donors and non-profits, and providing trustworthy, responsible, and thoughtful stewardship of donor gifts. No other local organization unites all constituencies around the purpose of endowing the Sonoma Valley community as a whole. For more information visit www.sonomavalleyfund.org.

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