



Winery Music Awards™

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News Release

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FOR IMMEDIATE RELEASE

Competition for Best Original Music Artists Resumes at Paso Robles Wineries for 2007

Announcing The 2007 Winery Music Awards Summer Concert Series

March 26, 2007- One of the Central Coast's most successful music events ever among local artists will be returning this year. Held on the grounds of select Paso Robles wineries, the Winery Music Awards competition (www.winerymusicawards.com) showcases the best original, unsigned music artists in California and beyond with a backdrop of grapevines, stacks of wine barrels and the smell of fermenting wine in the air. The artists compete for significant prizes contributed by a variety of sponsor companies within and outside the music industry. A panel of notable judges influential in the music, entertainment and wine industries votes its choices for best artists of the competition. Artists are judged in the categories of originality, musicianship and, most importantly, marketability to the wine-consuming market. The competition is open to the music genres of: jazz, rock, blues, new age, acoustic, country, folk, soft rock, reggae' and adult contemporary.

The Grand Prize winner of the previous Winery Music Awards competition, held in 2005, was Arroyo Grande's rock group, *Threes and Nines*, who is releasing their first CD this year after winning a recording contract with RNB Music (<http://www.rnbtunes.com>), a Los Angeles-based record label. The group's self-titled CD, will be distributed worldwide by Fontana Distribution, a division of Universal Music. A second CD, titled *Blend*, featuring a compilation of many of the 2005 artists complete with artist bios and liner

notes on the Paso Robles Wine Region, will also be released by RNB Music this summer and will be available for sale at all Winery Music Awards concerts and the website.

The Winery Music Awards qualifying concerts are held on one Saturday each month from June to September, with the Final competition and Awards show on Saturday, October 6. Confirmed hosting wineries include Maloy-O'Neill Winery (www.maloyoneill.com) and Silver Horse Winery (www.silverhorse.com). "I had the opportunity to be a part of the 2005 Winery Music Awards by pouring my wine for some of the judges at a private tasting. I am excited to be a host winery for this year's Winery Music Awards. Music and wine are a perfect pairing and this event celebrates that pairing perfectly," says Shannon O'Neill of Maloy-O'Neill Winery. Stephen Kroener of Silver Horse Winery adds, "We're thrilled to be a host venue for the 2007 Winery Music Awards. We just finished building our event center and hosting the Winery Music Awards is a fantastic opportunity to showcase our new facility." Additional select wineries will host the other 3 concerts. Those wineries will be announced once the arrangements are completed.

The popular and rapidly-growing wine region of Paso Robles will once again be the center of the competition and the City of Paso Robles has announced its full support of the event, as it promotes Paso Robles as a destination for wine and music lovers primarily from Northern and Southern California. "We are excited to be the host city of the 2007 Winery Music Awards," says Jim App, Paso Robles City Manager. "This is one of the most unique events to be held here and indicative of how our city is growing and changing. The great wine and picturesque landscape are big draws to this region. Adding music to that draw gives another reason to attract new and more diverse visitors from all parts of the state and country to our growing region."

Stacie Jacob, Executive Director of the Paso Robles Wine Country Alliance (PRWCA) (www.pasowine.com) adds, "The Winery Music Awards is an important event for all the wineries here as it attracts a younger and more diverse wine consumer to our region. In the past few years, we have seen the expansion of the wine

consuming market trend toward a younger audience. The Winery Music Awards attracts that audience with an experiential marketing event that will help to expand the market reach for the all of the wineries in Paso Robles. This unique event also fits in well with our marketing objectives and advertising slogan, *distinct. different.*”

The Winery Music Awards competition, founded and produced by Kathy Kelly Productions, Inc., (www.kellyprods.com) was created out of the growing popularity of quality musical performances at many wineries throughout California. “Some wineries offer fine music, others offer award-winning wines. We’re offering award-winning music at the region’s finest wineries,” says Kathy Kelly, creator of the event and 17-year veteran in television direct response marketing. “Wine and music is the ultimate marriage of the senses,” adds Kathy. “The atmosphere is both relaxed and filled with excitement at the same time. Hearing relatively unknown artists perform wonderful music is like tasting a new wine for the first time and absolutely loving it--both moments are experiences to be savored. When you take everything into account—the music, the wine, the winery atmosphere, and the chance to see and hear possibly the next Platinum seller, this truly is a unique and exciting event,” adds Kelly.

Artists interested in entering the competition will find all entry information and submission details on the Winery Music Awards website. Information about purchasing tickets, venue locations and concert times, can also be found on the Winery Music Awards website. Go to: www.WineryMusicAwards.com for all the latest event information.

Note to Editor:

If your publication plans to attend the Winery Music Awards, media passes are available. Contact Kathy Kelly to make arrangements

Producer Kathy Kelly has over 25 years of experience in television ad production, starting with a fledgling CNN in 1980 and eventually owning and operating her own Los Angeles-based production company, Kathy Kelly Productions, Inc., established in 1994. With expertise in direct response marketing and television advertising campaigns, both short and long form, Kathy has also produced TV specials, made-for-TV movies, corporate event stage shows and multi-camera, high-definition TV programs. Kathy now operates her production and marketing company from her wine country home in Templeton, CA.