



FOR IMMEDIATE RELEASE

Contact:

Andrea Steffy, PR Counsel, Gravina, Smith, Matte & Arnold Marketing and PR, 239-275-5758,
asteffy@gravinasmith.com

Private yacht and luxury cruise excursions to be auctioned at 2011 Naples Winter Wine Festival

NAPLES, Fla. (Nov. 2, 2010) – The Naples Winter Wine Festival, the most successful charity wine auction in the world, is offering exclusive yacht trips and cruises among the 70 one-of-a-kind auction lots at the Jan. 28 – 30 festival in Naples, Fla. Proceeds from the auction benefit underprivileged and at-risk children through the founding organization – the Naples Children & Education Foundation. In 10 years, the festival has raised \$82.5 million for children in need.

Tempting 550 guests at the 2011 festival are the following more-than-seaworthy auction lots. Details on all the auction lots will be posted at www.napleswinefestival.com in mid-November.

Yacht and cruise vacation lots

Lot 7 features a private yacht, the 116 foot S/Y Whisper, which takes three couples on a one-week sailing cruise in the Caribbean. In addition, winning bidders spend five nights at the critically acclaimed and recently opened Viceroy Anguilla Hotel and Resort to complete their 12-day journey. Private round-trip jet transportation is included.

Lot 35 is a 10-day Alaskan cruise for six couples aboard the private 170-foot Feadship yacht, The Dream, with round-trip private Gulfstream jet included. Winners plan their own Alaskan-waters itinerary on this luxury mega yacht where they can expect views from the top-deck Jacuzzi to include whales, sea lions and calving glaciers. The Dream has been on the auction docket in the past, always ranking among the top lots. Last year, it was the highest money-raising auction lot with a winning bid of \$440,000 for a one-week Mediterranean voyage.

Lot 53 lets two couples select among three fantasy itineraries for an ultra-luxury, 14-day cruise aboard The World, a ship that continuously circumnavigates the globe. Ship's accommodations are a two-bedroom, 1,100 square foot residence and amenities include a private chef and service staff for their very own dinner party at sea.

Lot 69 is a barge trip in France for two couples that spans five nights aboard the Alouette, a luxury cruise that runs along the Canal du Midi between Carcassonne and Beziers with all meals and amenities. In addition, winning bidders spend two nights at the world renowned Hotel de la Cite in Carcassonne, one night at the Chateau de la Barre in the Loire Valley and two nights in Paris at the five-star Le Meurice. While in Paris, they are treated to private car service, a private dinner prepared by Michelin three-star chef Yannick Alleno. A visit to a top Bordeaux winery is only outdone by the take home gift: a Van Cleef & Arpels Two Butterflies earclips and Two Butterflies between-the-finger ring in white gold and yellow gold with diamonds and yellow sapphires.

More about the festival

The Naples Winter Wine Festival kicks off each year with Meet the Kids Day, a chance for guests to see firsthand how festival proceeds are put to work. Friday vintner dinners follow at 17 trustees' homes where star chefs and renowned vintners create extraordinary and intimate dining experiences. On Saturday, a culinary feast and wine tasting are held at The Ritz-Carlton Golf Resort, Naples, a founding sponsor of the festival. The live auction of one-of-a-kind lots follows. A Saturday evening "wine-down" party and Sunday celebration brunch bring the festival to a close.

The Naples Winter Wine Festival was founded and is hosted annually by trustees of the Naples Children & Education Foundation. Festival proceeds have helped nearly 100,000 children through grants to children's charities and collaborative funding of major projects including a pediatric dental center and early learning center. The festival is ranked by Wine Spectator as the most successful charity wine auction in the nation since 2004 and a top 10 event for wealthy Americans by the Luxury Institute.

Festival ticket packages are \$7,500 per couple; \$20,000 for reserved seating at the same vintner dinner for two couples. For a festival schedule and other information, visit www.napleswinefestival.com or call the wine festival office at 888-837-4919.