

**The Napa Valley Designated Official Wine Region of the 34<sup>th</sup> America's Cup  
Legendary Napa Valley Wines and Tourism to be Exclusively Featured at 34<sup>th</sup> America's Cup  
Events in United States**

San Francisco, CA – Date – The Napa Valley has been named the official wine region of the 34<sup>th</sup> America's Cup. In partnership with The Napa Valley Vintners (NVV) and The Napa Valley Destination Council (NVDC), America's Cup events in the United States through 2013 will exclusively feature Napa Valley wines, while the Napa Valley will be the only wine region featured as a getaway destination for attendees of the San Francisco-based America's Cup events.

"The America's Cup is a fantastic way to showcase the wines of Napa Valley. This high-profile, world-renowned sporting event's stature perfectly aligns with the high quality and world renown of Napa Valley, America's premier wine region. We are delighted to bring our wines to the table in celebration of this great partnership," said Napa Valley Vintners Executive Director Linda Reiff.

"Many of the America's Cup enthusiasts love the same things that the Napa Valley is known for – great wine, food, arts and wellness activities. We are very excited to have the opportunity to invite them to experience our beautiful region while they are in the Bay Area, and we look forward to sharing the best we have to offer," said Clay Gregory, NVDC CEO and President.

The Napa Valley is home to the founders of America's fine wine industry – legendary entrepreneurs who showed the world that the art of winemaking had crossed continents – and the region is prized for its natural beauty, 14-Michelin Star culinary scene, world-class hotel accommodations, robust arts community, and one-of-a-kind wellness experiences including the region's famed spas, mud baths and healing geothermal hot springs.

Over the next two years, Napa Valley wines will be poured and tourism to the region will be promoted, beginning with the America's Cup World Series event in San Diego this November 12-20, as well as at the AC World Series Newport and San Francisco events in 2012, and in San Francisco during the 2013 Louis Vuitton Cup - the America's Cup Challenger Series - and America's Cup Finals.

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## 34<sup>TH</sup> AMERICA'S CUP

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“We are very pleased to partner with the Napa Valley on our America’s Cup events in the United States, as it is one of the world’s premier wine growing regions,” said Craig Thompson, CEO of the America’s Cup Event Authority. “The 34<sup>th</sup> America’s Cup is focused on creating a one-of-a-kind experience for every fan, so we look forward to showcasing the bounty that the Napa Valley has to offer to our guests.”

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### **About the America’s Cup**

At 160 years old, the America’s Cup is the oldest trophy in international sport. The America’s Cup has evolved into one of the world's leading sporting competitions – featuring the best sailors on the world’s fastest boats, the wing-sailed AC45 and AC72 catamarans. The new America's Cup World Series opened its inaugural season in August 2011 and continues with events around the world. In the summer of 2013, the 34th America's Cup begins with the Louis Vuitton Cup July 4-September 1, followed by the America's Cup Finals September 7-22. For more information, visit [www.americascup.com](http://www.americascup.com)

### **About the Napa Valley Vintners**

The Napa Valley Vintners is the non-profit trade association responsible for promoting and protecting the Napa Valley appellation as the premier winegrowing region. From seven founding members in 1944, today the association represents more than 420 Napa Valley wineries and collectively is a leader in the world-wide wine industry. To learn more about our region and its legendary American wines, visit [www.napavintners.com](http://www.napavintners.com).

### **About The Napa Valley Destination Council**

The Napa Valley Destination Council is the official tourism marketing organization for the Napa Valley, with a mission to promote, protect, and enhance the region’s position as the world’s premier wine, food, arts, and wellness capital. The area is internationally recognized as one of only nine “Great Wine Capitals,” and its restaurants were awarded 14 Michelin Stars in the 2012 guide. Visit [www.legendarynapavalley.com](http://www.legendarynapavalley.com) for more information or to download the award-winning Visit Napa Valley Mobile App, and join “The Napa Valley” community on Facebook, and follow @legendarynapa on Twitter.