



## NEWS RELEASE

May 6, 2009

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION

CONTACT: Maddy DiRienzo, Chair  
20009 ScienceWorks Science of Wine  
[bambini@chartert.net](mailto:bambini@chartert.net) (541) 621-3463  
[www.ScienceOfWineAshland.com](http://www.ScienceOfWineAshland.com)

### **“The Science of Wine,” May 29-31, 2009, Ashland, Oregon ScienceWorks Museum Major Fundraiser Continues to Expand**

ScienceWorks Museum’s fundraising event, The Science of Wine, has expanded in 2009 from a one evening event into a three-day weekend of educational wine-related activities, Friday, May 29 through Sunday, May 31. The goal of this month’s Science of Wine (now in its sixth year) is to explore in-depth the science behind wine and winemaking while having a whole lot of fun. Events for The Science of Wine have continued to expand and now include:

#### **FRIDAY, May 29:**

- The weekend begins at 5:30pm with an exclusive showing of *Bottle Shock* at the historic Varsity Theatre in downtown Ashland. *Bottle Shock* is a 2008 film about the early days of California winemaking and features the infamous, blind French wine tasting of 1976 that has become known as "Judgment of Paris," at which American wines prevailed over the French. Special guests include Marc and Brenda Lhormer, *Bottle Shock*'s producers, who will introduce the film and provide commentary and answer questions following the show. Tickets: \$7.50.
- A reception after the film at the Ashland Springs Hotel offers participants the opportunity to compare French and California wines. Wine experts Jason Doss and William Koch will explain the similarities and differences between the featured wines and offer blind tastings similar to what occurs in *Bottle Shock*. The Lhormers will be presenting wines from Napa winery GustavoThrace, co-owned by Gustavo Brambila, one of the winemakers featured in *Bottle Shock*. Tickets \$39, include a flight of wines and heavy appetizers prepared by Larks Home Kitchen and specially paired to the wines being served. Additional wine available for \$5/glass.

#### **SATURDAY, May 30:**

- The Science of Wine weekend continues with a School Bus Wine Tour departing at 10am from the Ashland Springs Hotel. RoxyAnn Winery and South Stage Cellars are tour destinations. Private tour guide and wine expert on board will be Rachael Martin, owner and winemaker at Red Lily Vineyards. Rachael has first-hand knowledge of grape growing and winemaking in Southern Oregon and will be available throughout the tour to answer all wine-related questions. Gourmet box lunches are included. Return to Ashland approximately 2pm. Tickets: \$49.

- Saturday evening, the elegant and fun Science of Wine Gala won't disappoint. Starting at 6:30pm over a dozen local wineries will serve their wines, paired with delectable offerings from local restaurants at stations scattered throughout the ScienceWorks Museum. Live jazz will be offered throughout the evening as participants mingle, sip and sample all the evening's offerings. A Mystery Wine Bottle Raffle will keep participants guessing, as a \$25 ticket leads to the choice of a wrapped bottle from the wine rack. Will it be a \$25 bottle of wine, or a \$100 one? In either case, raffle participants won't lose! A live wine-themed auction begins at 8:30pm. Pre-registration is required as seating is limited. Auction items include vertical flights of specialty wines, private vineyard tours and barrel tastings, exclusive events in one-of-a-kind Rogue and Applegate Valley settings for 2 to 20 people, and much more. Following the auction, Gala participants can dance to the swinging sound of The Mixers. Admission: \$50 for members, \$60 for non-members. Includes a tasting of two wines from each winery and unlimited food. Additional wine available for \$5/glass.

**SUNDAY, May 31:**

- ScienceWorks is proud to offer a series of educational wine workshops from 1 – 5pm at the Museum. During “Wine Basics@ ScienceWorks”, participants will learn the science behind siting a vineyard, grape-growing, wine-making, bottling, wine pairing and more. Workshop participants may choose four out of the eight one-hour long sessions, taught by regional experts from OSU Jackson County Extension Service, Southern Oregon University, Southern Oregon Wine Institute at Umpqua Community College, and area wineries. Tickets: \$49. Pre-registration strongly recommended.

- The finale to the weekend is an intimate winemakers' dinner at Ashland's Winchester Inn. Starting at 6:30 pm, participants may mingle in the Inn's gardens with four featured winemakers: Gus Janeway of Velocity Cellars, Laura Lostpeich of Trium Wines, Rachael Martin of Red Lily Vineyards, and Pat Ellis of Pebblestone Cellars. Later, a sit-down dinner in the dining room will pair each of the evening's wines with a tapas-style plate. Space is limited. Tickets: \$59.

Proceeds from the weekend's events benefit ScienceWorks on-site and outreach science education programs that reach over 15,000 children in 9 regional counties. For information about individual events, descriptions of auction item, pre-registration for events and workshops, or to purchase tickets, visit [www.ScienceOfWineAshland.com](http://www.ScienceOfWineAshland.com) or phone (541) 482-6767 ext 32. In addition, tickets for all events may be purchased in advance at ScienceWorks Museum, 1500 East Main Street, Ashland.

#####