

FOR IMMEDIATE RELEASE**NATION'S TOP CHARITY WINE AUCTION BENEFITING THE ARTS
"COMES OF AGE" WITH REVAMPED EVENTS AND A FRESH THEME**

The High Museum Atlanta Wine Auction has raised \$20 million over 20 years and celebrates its 21st anniversary.

High Museum Atlanta Wine Auction: March 20–23, 2013

ATLANTA, March 4, 2013 – The High Museum Atlanta Wine Auction is celebrating its 21st anniversary this year with “A New Vintage,” featuring a more organic approach and updated events for 2013. The Wine Auction is the largest charity wine auction in the U.S. benefiting the arts, the fifth largest overall and the largest fundraising event for the Museum. The funds generated by the Auction, which amount to more than \$20 million over the last 20 years, are a significant contribution to the High’s exhibition and educational programming.

Wine Auction events kicked off with the Secret Cellars Tour on Sunday, Feb. 24. This event offered guests the chance to view the inner sanctums of some of Atlanta’s most serious wine lovers and see how their cellars are constructed and stocked. The chauffeured tour also featured wine tastings poured by guest sommeliers and a delicious dinner.

Wine Auction week officially begins March 20 and continues through March 23. The week of festivities will include:

- Dine Around Dinners – March 20: At these dinners, some of the world’s best winemakers will partner with Atlanta’s top chefs in their restaurants to develop an exclusive multi-course meal and wine pairing. For more information on participating restaurants, visit www.atlanta-wineauction.org.
- Winemaker Dinners – March 21: Winemaker Dinners feature some of the best chefs in Atlanta, paired with guest chefs from around the country, alongside visiting winemakers. These exquisite dinners take place in some of the finest residences in Atlanta.
- Tasting Seminars – March 22: These seminars, in the big top tents in Atlantic Station, cover topics hand-picked by winemakers and sommeliers and feature some of the world’s highest rated and most unusual wines.
- Vine-to-Table Event – March 22: This event is a new spin on a Wine Auction favorite. The big top tents at Atlantic Station provide the setting for a farm-to-table dining experience, mingling with winemakers, bidding and dancing to the featured entertainment.

The week concludes on March 23 with the main event in the big top tents at Atlantic Station: the Vintners’ Reception and Live Auction featuring wine tastings from many of the world’s top wineries, samplings from dozens of Atlanta’s best restaurants, and the opportunity to bid on the best in wine, travel and food experiences.

For more information about specific events, please visit www.atlanta-wineauction.org.

The High Museum Atlanta Wine Auction's Special Guests of Honor for 2013 are Andrew Beckstoffer of Beckstoffer Vineyards and Claude Giraud of Champagne Henri Giraud. The event is co-chaired by Christie Baty Hudgins and Alyson Rogers.

"We're so excited for this year's celebration, which features a new spin on many of our events and experiences that we know our guests will enjoy," said Cate Candler Singerman, Wine Auction manager. "We are also honored to welcome such esteemed special guests, and we are grateful for the continued support of our volunteer committee, benefactors and generous corporate sponsors. And with the incredible auction lots we'll have available for bidding this year, we're looking forward to a spectacular success in 2013."

The Wine Auction is pleased to announce the following corporate sponsors: Wells Fargo Private Bank and Wells Fargo Insurance as the Grand Cru sponsor; Premier sponsors "Atlanta Homes & Lifestyles" and Geographics; Delta Air Lines as the official airline; automotive sponsor Mercedes-Benz USA; Top Bidders Dinner sponsor St. Regis Atlanta; KPMG as the Winemaker Dinner sponsor; Culinary Partner A Legendary Event; website sponsor MaxMedia; Tasting Glass sponsor Sherlock's Wine Merchant; Secret Cellars Tour sponsor SunTrust; hotel sponsor The Four Seasons Atlanta; beverage sponsors The Coca-Cola Company and smartwater; site sponsor Atlantic Station; valet and vintner transportation sponsor Lanier Parking Solutions; and brand partner Brand Fever.

High Museum Atlanta Wine Auction

Founded in 1993, the High Museum Atlanta Wine Auction is the largest fundraising event for the High Museum of Art, the leading art museum in the southeastern United States. The Wine Auction is the top charity fundraising event in Atlanta, the fifth largest charity wine auction in the United States according to *Wine Spectator* and the number-one charity wine auction benefiting the arts. The funds generated by the Auction, which amount to more than \$20 million over the last 20 years, are a significant contribution to the Museum's exhibitions and educational programming. Proceeds help to make possible special exhibitions and partnerships such as the multi-year, multi-exhibition partnership between the High and The Museum of Modern Art, New York, and it also provides funds for dynamic youth education programs, which draw thousands of schoolchildren to the High each year. For more information about the High Museum Atlanta Wine Auction, please visit www.atlanta-wineauction.org.

High Museum of Art

Founded in 1905 as the Atlanta Art Association, the High is the leading art museum in the southeastern United States. With more than 13,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19th and 20th century American and decorative art; significant holdings of European paintings; a growing collection of African-American art; and burgeoning collections of modern and contemporary art, photography and African art. The High is also dedicated to supporting and collecting works by Southern artists and is distinguished as the first major museum in North America to have a curatorial department specifically devoted to the field of folk and self-taught art. The High's media arts department produces acclaimed annual film series and festivals of foreign, independent and classic cinema. In November 2005 the High opened three new buildings by architect Renzo Piano that more than doubled the Museum's size, creating a vibrant "village for the arts" at the Woodruff Arts Center in Midtown Atlanta. For more information about the High, please visit www.High.org.

###

Media contact:

Marci Tate
Public Relations Specialist
E-mail: marci.tate@woodruffcenter.org
404-733-4585