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HIGH MUSEUM WINE AUCTION KICKS-OFF 16TH YEAR

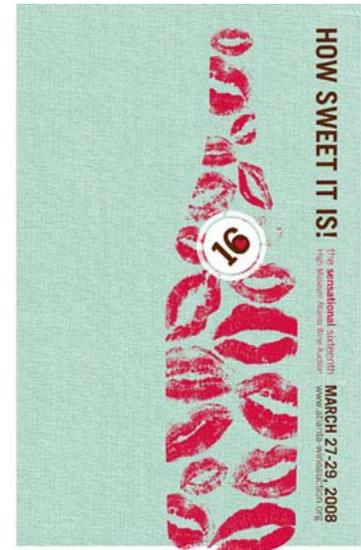
The Sensational Sixteenth High Museum Atlanta Wine Auction: How Sweet It Is!
March 27–29, 2008

ATLANTA, September 27, 2007 – The High Museum Atlanta Wine Auction kicks off its 16th year, celebrating its anniversary in 2008 with the theme “The Sensational Sixteenth High Museum Atlanta Wine Auction: How Sweet It Is!” Beginning Thursday, March 27 and continuing through Saturday, March 29, 2008, the auction will again raise its trademark big-top tents in Atlantic Station. The Wine Auction is the largest fundraising event for the High Museum, and proceeds from the Auction are a vital part of the Museum’s acquisition, exhibition and education plan.

“We are proud to be the largest charity wine auction in the country benefiting the arts, bringing international awareness to the Museum and helping to make possible special exhibitions as well as dynamic youth education programs at the High,” says Woodie Wisebram, Wine Auction Manager. “With prominent winemakers and chefs once again onboard, we look forward to offering our bidders an amazing array of wines, art, and exclusive trips and dining events at Atlanta’s favorite wine-and-food fête.”

The 2008 Wine Auction events will be organized by co-chairs Liz Lazarus and Joan Marmo. A Trade Tasting and 16 Winemakers Dinners will be held on Thursday, March 27. Events on Friday, March 28, include Premier Tasting Seminars and a Gala Dinner Dance. Saturday, March 29, features the Vintners’ Reception and Live Auction and concludes with The Big Finish event, a wine weekend finale for the next generation co-sponsored by the Museum’s volunteer organization Art Partners. For more information about specific events, please visit www.atlanta-wineauction.org.

The 2007 High Museum Atlanta Wine Auction set records as the most successful Live Auction in its 15-year history, bringing in revenues of more than \$1.8 million. Combined with silent auction proceeds, a Paddle Raise in support of youth education at the High and record-breaking support from donors, benefactors and corporate sponsors, total event revenues rose to more than \$2.2 million (a 27% increase from 2006). Last year also marked the Wine Auction’s second time in the Atlantic Station neighborhood, the heart of Atlanta’s cosmopolitan west side and the city’s newest location for community events. The largest fundraising event for the High, the Wine Auction ranks as the top charity wine auction in the country benefiting the arts, drawing prominent winemakers from the U.S. and around the world.



Wine Auction Support

The 2008 High Museum of Art Wine Auction is made possible through the generous support of the exclusive Presenting Sponsor, Turner Broadcasting System, Inc. Premier Corporate Sponsors for the Wine Auction include “Atlanta Homes and Lifestyles” Magazine, Geographics, Montaluce and Wachovia Wealth Management. Atlantic Station is the Site Sponsor.

High Museum Atlanta Wine Auction

Founded in 1993, the High Museum Atlanta Wine Auction is the single largest fundraising event for the High Museum of Art. Year in and year out, it is one of the top charity fundraising events in Atlanta and continues to remain within the top five charity wine auctions in the United States. The funds generated by the Wine Auction, which amount to more than \$12 million over the last 15 years and \$2.2 million in 2007 alone, are a significant contribution to the Museum’s acquisitions, exhibitions and educational programming.

High Museum of Art

The High Museum of Art, founded in 1905 as the Atlanta Art Association, is the leading art museum in the southeastern United States. With more than 11,000 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 only 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.*

The Woodruff Arts Center

The Woodruff Arts Center is the largest arts center in the Southeast as well as one of the four largest in the nation. The Woodruff is unique in that it combines five visual and performing-arts divisions on one campus as one not-for-profit organization. Opened in 1968, the Woodruff Arts Center is home to the Alliance Theatre, the Atlanta Symphony Orchestra, the High Museum of Art, Young Audiences and the 14th Street Playhouse.

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