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FOR IMMEDIATE RELEASE

NATIONALLY RANKED WINE AUCTION KICKS OFF 19TH YEAR

"The Ultimate Collection" March 23–26, 2011

ATLANTA, October 13, 2010 – The High Museum Atlanta Wine Auction kicks off its 19th year with a celebration of "The Ultimate Collection: A Sumptuous Blend of Wine, Art, Food and Friends." Beginning Wednesday, March 23, and continuing through Saturday, March 26, 2011, the auction will again raise its trademark big-top tents in Atlantic Station. The Wine Auction is the largest charity wine auction in the U.S. benefiting the arts, in addition to ranking sixth largest overall, and the largest fundraising event for the High Museum. Proceeds from the auction are a vital part of the Museum's exhibition and education plans.



"I look forward to working with this year's co-chairs Louise Sams and Michelle Sullivan, and the entire auction committee as we gather together our Ultimate Collection of winemakers, chefs and wine enthusiasts," said Cate Candler, Wine Auction manager. "We'll have participating winemakers from all over the world and auction lots that will keep those bidding paddles raised HIGH!"

The 2011 auction will feature week-of festivities including the Dine Around Dinners on Wednesday, March 23, and the Trade Tasting and in-home Winemaker Dinners on Thursday, March 24. On Friday, March 25, the Friday Night Fête at the Museum will offer a private viewing of the special exhibitions "Henri Cartier-Bresson: The Modern Century" and "Toulouse-Lautrec and Friends: The Irene and Howard Stein

Collection." Saturday, March 26, will feature the Vintners' Reception and Live Auction. For more information about specific events, please visit www.atlanta-wineauction.org.

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 sixth 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 \$17 million over the last 18 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 upcoming multi-year, multi-exhibition partnership between the High and The Museum of Modern Art, and it also provides funds for dynamic youth education programs that draw thousands of schoolchildren to the High each year.

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 12,000 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 ranked among the top four arts centers in the nation. The Woodruff is unique in that it combines four 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 and Young Audiences. *To learn more about the Woodruff Arts Center, please visit www.woodruffcenter.org.*

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