For Immediate Release
November 28, 2010

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RUTHERFORD DUST SOCIETY BOOSTS COMMUNITY SUPPORT BY MORE THAN SIXTY PERCENT

Rutherford, CA – The Rutherford Dust Society Board of Directors has strengthened its long-standing commitment to supporting local community projects in the Rutherford AVA by increasing its donations overall by over 60% in 2010. This includes a 95% increase in donations to the historic Rutherford Grange to assist with its restoration project.

"We are strong believers in supporting the community in which we live," says RDS President Robin Baggett. "Rutherford is a small community with a big heart, and we are committed to offering a helping hand."

In addition to donations to the Rutherford Grange, RDS has contributed financially to the community by:

- Increasing annual donations to the Rutherford Volunteer Fire Department by 66%.
- Increasing annual donations to the Rutherford 4-H by 66%.
- Donating matching funds to organize a Napa Valley Crime Stoppers organization.

Perhaps most important, in 2002 the RDS leadership spearheaded a comprehensive project to restore the health of the Napa River throughout the Rutherford AVA by restructuring the river banks. This project necessitated the donation of acres of valuable vineyard land in addition to financial outlays. This ongoing project has now garnered national attention.

Over the past few years, the Rutherford Dust Society has led the way in making other positive changes in the Napa Valley:

- RDS supported the installation of AVA signs for all Napa Valley appellations
- RDS financed a study on building a Roundabout at the intersection of Highways 29 and 128 to control traffic at the dangerous intersection
- RDS has hosted community meetings on such topics as solar panel thefts and the European Grapevine Moth
- Thanks to ongoing efforts by RDS, Rutherford is the “greenest” AVA in Napa Valley, with approximately 70% participation in the Napa Green program
- The Annual Original Chili Ball has brought together the community by inviting all Rutherford residents and employees to the best “Block Party” in Napa Valley

About Rutherford Dust Society

Founded in 1994, the Rutherford Dust Society’s mission is to encourage and promote the highest quality standards in grape growing and wine making in the Rutherford Viticultural Area, and to gain recognition for this quality through education of the membership and public. To that end, the Rutherford Dust Society hosts several yearly events, including the Chili Ball, the best “Block Party” in Napa Valley, and A Day in the Dust, a trade and media tasting of current vintages. To promote the health of the Napa River,

the Rutherford Dust Society formed the Rutherford Dust Restoration Team, a group of vintners and growers who are working together to restore the river as it passes through the Rutherford AVA.

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