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## FOR IMMEDIATE RELEASE

### ***di Rosa's 13th Annual Benefit Art Auction Exceeds Fundraising Goal***

NAPA, Calif., October 29, 2014—From tailored suits to roller skates, more than 230 guests arrived dressed to “make the scene” at di Rosa’s 13th Annual Benefit Art Auction, *di Party di Rosa*, held throughout di Rosa’s galleries and grounds on October 18, 2014. The event raised \$280,000 in support of di Rosa’s education, exhibition, and public programs, surpassing last year’s total by over \$50,000.

Guests were welcomed with sparkling wine from Domaine Carneros and a viewing of the artworks for auction in di Rosa’s Gatehouse Gallery before moving to an underground-styled lounge and supper club catered by Elaine Bell in the Main Gallery. Jason Withrow, bar manager at Yountville’s REDD, served up the signature cocktail of the evening, Fashioned for Fall, featuring Ben Riach scotch, orange, and spices, as well as wine from Stags’ Leap Winery. A silent auction of fine wine and travel packages and a raffle for jewelry designed by Paloma Picasso for Tiffany & Co. kicked off the bidding activity before the party returned to the Gatehouse Gallery for the highly anticipated live auction led by auctioneer Greg Quiroga from Stellar Fundraising Auctions.

An original watercolor donated by artist William T. Wiley was the top grossing lot of the evening with a final sale of \$20,000. Other top lots included art by Hung Liu, Debora Oropallo, Freddy Chandra, Eric Fischl, and Mark Katano. Funds were also raised for di Rosa’s Fresh Art Fund to support new artistic work and exhibitions by emerging and regional artists. An energetic “Club di Rosa” with dancing, dessert, and wines from Carneros Wine Alliance topped off the evening’s festivities.

di Rosa wishes to thank Sponsor Rolls Royce Motor Company for their lead support for this year's event.

Photographs from the event can be viewed at:

<http://events.moanalanijeffrey.com/2014/Di-Party-di-Rosa-13th-Annual/i-BjdGcvB>

*(Hi-res images available on request.)*

**ABOUT DI ROSA:** Located on 217 acres in the Carneros region of Napa Valley, di Rosa houses the foremost collection of contemporary Bay Area art, with nearly 2,000 works by 800 artists. A wide range of styles, media, and subject matter provide an overview of the creative energy and freedom to experiment that characterize this region of California. For more information, hours, and tour schedules, visit [www.diRosaArt.org](http://www.diRosaArt.org).

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