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FOR IMMEDIATE RELEASE

di Rosa toasts to a bright future at the 14th Annual Benefit Art Auction: *di Party di Rosa*, on October 17, 2015

NAPA, Calif., Sept. 2015—di Rosa invites guests to celebrate “the future” at its 14th Annual Benefit Art Auction: *di Party di Rosa* on Saturday, October 17, 2015, from 5-11 p.m. Held inside the galleries at di Rosa (5200 Sonoma Highway in Napa), the event includes a seated dinner and live and silent auctions of artwork by over thirty Bay Area artists. Proceeds benefit di Rosa’s cultural and educational programs supporting the art and artists of Northern California.

“How will you shape the future?” is the theme of the event this year, inspired by di Rosa’s current capacity-building efforts, including an expansion of its education outreach and community engagement and the recent adoption of a five-year strategic plan. *di Party di Rosa* guests are encouraged to dress creatively in their vision of the future. Donations to di Rosa’s “Young at Art” fund will be solicited to support di Rosa’s family and youth programming.

As di Rosa’s largest fundraiser of the year, the annual art auction is known for its dynamic offering of artwork by regional artists. This year’s auction includes work by such nationally recognized artists as Roy De Forest, Paul Kos, Deborah Oropallo, and Richard Shaw, as well as many notable emerging artists that have been featured in recent exhibitions at the museum.

Guests may preview the silent and live auction artwork during a welcome reception in the Gatehouse Gallery overlooking Winery Lake, followed by an intimate seated dinner in the Main Gallery catered by Fraiche, and an energetic live auction led by auctioneer Greg Quiroga of Stellar Fundraising Auctions. The evening festivities also include unconventional performances, festive cocktails, premier Napa wines, and live music.

Tickets are limited and expected to sell out: \$300 per person or \$3,000 and up per tables of 10. Auction artwork will be on view in di Rosa’s Gatehouse Gallery October 7-15, and online viewing and proxy bidding opens October 5, courtesy of Paddle8. For more information, visit dirosaart.org/auction-2015.

di Party di Rosa event management and design is provided by Beth Sandefur Events and Leftwich Event Specialists. Event sponsors include Carneros Wine Alliance, Domaine Carneros, Stags’ Leap Winery, St. George Spirits, and media sponsor *art ltd.* magazine. To discuss sponsorship opportunities, contact auction@dirosaart.org.

EVENT DETAILS:

**14th Annual Benefit Art Auction: *di Party di Rosa*
October 17, 2015, 5-11 p.m.**

Location: di Rosa (5200 Sonoma Highway, Napa)

Tickets: \$300 per person / \$3,000+ per table of 10

Includes cocktails, seated dinner with premium wines, live and silent auctions, and dessert in di Rosa’s galleries. Available at dirosaart.org/auction-2015.

For more information: auction@dirosaart.org or 707-226-5991 x17.

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ABOUT DI ROSA:

Located on 217 acres in the Carneros region of Napa Valley, di Rosa is a catalyst for transformative experiences with Northern California art through enriching exhibitions and art education programs for all ages. The di Rosa collection features nearly 2,000 works by 800 Bay Area artists working from the 1950s to the present. A wide range of styles, media, and subject matter provides an overview of the creative energy and freedom to experiment that characterize this region of California. For more information, visit dirosaart.org.

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