

The Pacific Orchid Exposition's Benefit Preview Night is the Envy of San Francisco

Charity event to benefit various horticultural organizations and programs



(San Francisco, CA, February 2009) --- Everything and everyone is going green at the 57th annual Pacific Orchid Exposition, hosted by the San Francisco Orchid Society. More than 150,000 orchid flowers from around the world will be displayed, and 22 notable wineries from California will be featuring their “green” varietals, educating orchid lovers and wine connoisseurs alike on the industrial trends of environmental preservation and sustainable production. The theme of this year's Pacific Orchid

Exposition (POE) is “Green...With Envy,” and a glorious Gala Benefit Preview will kick off this annual fundraiser on Thursday, March 5, 2009 at Fort Mason Center.

Today, environmental-friendly practices are endorsed across the board by the wine production industry. Sustainable means are used to produce many distinctive wines, which minimizes the ecological impact in local environments. For example, Bouchaine Vineyards, located in the Carneros region of Napa Valley, replanted a low-lying vineyard area prone to winter flooding with native grasses and used drip lines for water conservation.

Many of the other participating POE wineries are “going green” with their varietals, including Bouchaine Vineyards, Ballentine Vineyards, Capa Village Vineyards, Casa Carneros Wines, Cline Cellars, Clos Saron (RR), De Loach Vineyards, Hagafen Cellars, Hook and Ladder, Landmark Vineyards (RR), Markham Vineyards, Montemaggoiore (RR), Morgan Winery, Perry Creek Winery, Ravenswood Winery, Rocca Family Landmark Vineyard (RR), Steele Wines, Sunset Cellars and four award-winning wineries from San Francisco Chronicle Wine Competition.

The Gala Benefit Preview Night will also provide a valuable chance for participants to view and purchase award winning orchids from over 50 national and international nurseries and hybridists. This glorious evening celebrates the beginning of the San Francisco Orchid society's Pacific Orchid Exposition: an annual fundraising event with money going to the Conservatory of Flowers, the Helen Crocker Russell Horticultural library, and the scholarship for a horticultural student at San Luis Obispo.

Who: The San Francisco Orchid Society

What: Pacific Orchid Exposition's annual Benefit Preview Night

Where: Fort Mason Center Festival Pavilion

When: 6:30-10 pm

Thursday, March 5

Cost: \$35 online/\$40 at the door

Info: www.orchidsanfrancisco.org or call 435-665-2468

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Interviews, Images and Additional Information Available Upon Request