

SONOMA INTERNATIONAL FILM FESTIVAL

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SONOMA INTERNATIONAL FILM FESTIVAL RAFFLE WINNER

New Belgium Bike Won by HelloCello Owners Fred and Amy Groth

(June 15, 2011; Sonoma, CA) – The Sonoma International Film Festival (SIFF) pulled the winning ticket for the raffle of its New Belgium Brewery bike on Monday, June 6, 2011, at a special screening of TROLL HUNTER at the historic Sebastiani Theater in downtown Sonoma. New Belgium Brewery, producer of Fat Tire Ale among other beers, is a SIFF sponsor. The winning ticket was purchased by local residents and HelloCello Limoncello di Sonoma owners Fred and Amy Groth. “I am totally psyched to win the Fat Tire cruiser and show my support for New Belgium and the SIFF!” said Fred Groth. “I know the cruiser will get plenty of use.”

The classic cruiser bicycle is a one-of-a-kind creation provided especially for SIFF by Festival Sponsor New Belgium Brewing. Complete with red-rimmed tires, leather hand grips, chrome trim and a basket just the right size for a case of Fat Tire Beer, this bike made its debut at the 14th Annual Sonoma International Film Festival in April 2011.

The Groths, who own Sonoma-based HelloCello, originally hail from Colorado – also the home of New Belgium Brewery. Groth shared his appreciation with the audience at the Sebastiani Theater, “Growing up in Colorado, I have always been a big fan of New Belgium beers. We also love being part of the Sonoma International Film Festival and all the fun it brings to Sonoma. Thanks New Belgium and SIFF!” There is something to be said for luck of the draw – with only one ticket in hand, Groth seemed destined to win the raffle on behalf of both his current and former home.

HelloCello is a locally owned and organically-farmed source of Limoncello, a traditional Italian liqueur and aperitif. For more information about HelloCello Limoncello di Sonoma, including recipes for delicious summer cocktails, please visit their website: <http://www.hellosonoma.com/>.

About the Sonoma International Film Festival

The Sonoma International Film Festival is one of the top destination film festivals in the world and, located in the heart of Wine Country, is uniquely positioned to be a lively celebration of film, food and wine. An annual gathering for film industry insiders, cinema enthusiasts, filmmakers and critics, SIFF is considered among the most scenic and epicurean places to experience the art of film. Founded in 1997,

The Sonoma International Film Festival is a five day international event that takes pride in showcasing emerging talent and featuring unreleased films.

SIFF is a 501(c)(3) non-profit organization. The Festival supports the Sonoma Valley High School Media Arts program established over a decade ago by the Sonoma Film Society. The 15th Annual Sonoma International Film Festival will take place April 11-15, 2012. For more information about the 2012 Festival, please contact SIFF:

Phone (707) 933-2600

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