



2012 KENTUCKY BLUEGRASS

*Wine Auction
and
Derby Gala*

BENEFITING THE
LEXINGTON CANCER FOUNDATION, INC.

THURSDAY, MAY 3RD, 2012
DONAMIRE FARM
LEXINGTON, KENTUCKY

2012 Kentucky Bluegrass Wine Auction & Derby Gala

May 2 - May 5, 2012 Lexington, KY



Kentucky is a magical place to be in the days leading up to “The Most Exciting Two Minutes in Sports” the **Kentucky Derby**. For the seventh year, the Lexington Cancer Foundation, Inc. (LCF) will host its annual Kentucky Bluegrass Wine Auction & Derby Gala, the nation’s only charity wine event integrating fine wines and equestrian culture, May 2 – May 5, 2012.

Over the years, the event has become one of the cultural and social highlights of Derby week. The auction, attended by more than 500 guests, will be held at **Donamire Farm**, one of the oldest Thoroughbred horse farms in Lexington. **Attendees include West Coast vintners, affluent Kentucky residents and national guests.**

Mr. and Mrs. Marc Mondavi proprietors of Charles Krug Winery will serve as the 2012 Vintner Chairs. The following vintners will attend in 2012;

- Silver Oak
- Charles Krug
- Quintessa
- Reynolds Family Vineyards
- Roy Estate
- Lail Family Vineyards
- Blackbird Vineyards
- And many more

In only six years, the Kentucky Bluegrass Wine Auction & Derby Gala has raised more than \$4 million dollars in support of LCF’s mission to fight cancer. Annually, the event has grown to feature more vintners and has expanded into an abundant four-day Derby celebration.

2012 Kentucky Bluegrass Wine Auction & Derby Gala

Private Vintner Dinners in Exclusive Homes *May 2, 2012 Lexington, KY*



The opening event for the Kentucky Bluegrass Wine Auction & Derby Gala is an evening of private vintner dinners held in LCF patron homes on Wednesday, May 2, 2012. Participating vintners will be featured at one of five private dinners for 20 guests at beautiful homes located in Lexington. The vintner will pour their wines for hors d'oeuvres and during dinners. **Guest attending the dinners are top donors and sponsors of LCF.**

Participating vintners have included

- Silver Oak
- Charles Krug
- Quintessa
- Jonata
- Reynolds Family Vineyards
- Roy Estate
- Lail Family Vineyards
- Blackbird Vineyards
- And many more

2012 Kentucky Bluegrass Wine Auction & Derby Gala

Trade Wine Tasting

May 3, 2012 Lexington, KY



The Kentucky Bluegrass Wine Auction & Derby Gala features an event specifically for vintners to showcase their reds and whites to regional retailers, restaurateurs, collectors and more. Prior to the auction, over 150 attendees sample some of California's most highly regarded wines at the Trade Wine Tasting, 10 a.m. to noon, Thursday May 3, 2012 at Donamire Farm.

Participating vintners have included

- Silver Oak
- Charles Krug
- Quintessa
- Jonata
- Reynolds Family Vineyards
- Roy Estate
- Lail Family Vineyards
- Blackbird Vineyards
- And many more

Representatives have included

- Kroger
- Republic National Distributing
- Vanguard Wines
- Southern Wine and Spirits
- Tramonte & Sons
- Lexington Country Club
- Belini's (*Lexington*)
- Portofino (*Lexington*)
- Heirloom (*Midway*)
- And numerous regional restaurants and merchants

2012 Kentucky Bluegrass Wine Auction & Derby Gala

Wine Auction & Derby Gala

May 3, 2012 Lexington, KY



Since its inception in 2005, the LCF Kentucky Bluegrass Wine Auction & Derby Gala has grown to attract a wide range of vintners and guests. The auction will be held at Donamire Farm on Thursday, May 3, 2012. Vintner pouring and silent auction will begin at 6:30 p.m., followed by dinner and live auction at 8:30 p.m. Dancing to live music and socializing among the region's cultural, community, financial and social leaders follows the live auction.

Live auction items include trips to South America, Montage Laguna Beach, private mansion in Carmel with golf at Pebble Beach, donation by Exclusive Resorts with choice of location, Mercedes Benz Fashion Week in New York, exclusive Napa Valley excursions, and many more.

The auction is by invitation only and more than **500 guest attend, paying from \$700 for a couple and \$3,500 for table of ten.**

Each year, LCF features an original piece of artwork to represent the Kentucky Bluegrass Wine Auction & Derby Gala. The 2012 piece is an acrylic on canvas, "26" x "26", titled "Mustard" by Napa Valley artist Chiara Mondavi. Mondavi's works are represented by Ma(i)sonry Napa Valley and can be viewed by going to www.maisonry.com. Ma(i)sonry Napa Valley is owned by Michael Polenske, the past 2011 Vintner Chair of the Kentucky Bluegrass Wine Auction & Derby Gala.

2012 Kentucky Bluegrass Wine Auction & Derby Gala

Past Wineries and Vintner Chairs

May 2- May 5, 2012 Lexington, KY



Past Vintner Chairs:

2012- Charles Krug Winery- Janice and Marc Monadvi

2011- Blackbird Vineyards- Michael Polenske

2010- Revana Family Vineyards- Dr. Madajah Revana

2009- Oakville Ranch Vineyards- Paula Kornell

2007, 2006, 2005 – Jackson Family Wines - Barbara Banke and Jess Jackson

Wineries:

- Acacia Winery
- Alexander Mountain Estate Vineyards
- Alexander Valley Vineyards
- Araujo Estate
- Arezzo
- Ashe Family Vineyards
- Barbour Vineyards
- Barrage Cellars
- Blackbird Vineyards
- B.R. Cohn Vineyards
- Caldwell Vineyards
- Capture Wines

- Caymus
- Charles Krug Winery
- Chateau Boswell/Jacquelynn
- Chateau St. Michelle
- Church Estate Vineyards
- Colgin Cellars
- Darioush Vineyards
- Domaine Serene
- Dominus Estate
- Duckhorn Wine Company
- Elizabeth Spencer Wines
- Far Niente
- Ferrari- Carano Winery
- Flowers Vineyards & Winery
- Frog's Leap Winery
- Grigch Hills Estate
- Hall Wines
- Harlan Estates
- Honig Vineyards and Winery
- Jean Farris Winery
- Jonata
- Jones Family Vineyards
- Judd's Hill
- Justin Vineyards and Winery
- Kamen Vineyards
- Kendall- Jackson Highland Estates
- Lail Family Vineyards

- Margnanimus Wine Group
- Mer Soliel
- Morlet Family Vineyards
- Oakville Ranch Vineyards
- Oak Ridge Vineyards
- Palmaz Vineyards
- Paraduxx
- Paradigm Vineyards
- Peju Winery
- Quintessa
- Realm Cellars
- Robert Foley Vineyards
- Robney Strong Vineyards
- Rombauer Vineyards
- Saintsbury
- Skipstone Ranch Vineyards
- Silver Oak
- Spottswode Estate Vineyards
- Stone Fly Vineyards
- Switchback Ridge Vineyards
- Twomey Cellars
- Tenuta Sette Ponti
- Terranuova Bracciolin
- Tuscany Tenuta Di Trinoro
- Tyrus Evans
- Zahtila Vineyards
- Ziata Wines

2012 Kentucky Bluegrass Wine Auction & Derby Gala

Private Vintner & Auction Sponsor Dinner

May 4, 2012 Lexington, KY



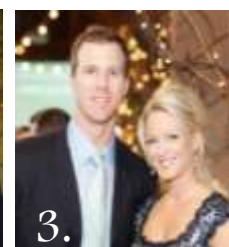
Participating vintners and sponsors attend horse farm tours through the Central Kentucky region and see first hand the outdoor treasures that make Lexington the “Horse Capital of the World.” This day of touring, Friday, May 4, 2012 comes to a close at the Iroquois Hunt Club, a well-known fox hunting club. At the hunt club, guests are treated to the finest of southern hospitality and enjoy a delicious meal.

On Saturday, May 5, 2012 vintners and sponsors travel to Churchill Downs, the premier Thoroughbred racetrack known as the “Home of the Kentucky Derby.” Guests sip Mint Juleps, admire Derby fashions and enjoy all the thrills of horse racing, including, the 138th Kentucky Derby. Guests are seated at impossible to obtain seats, just yards away from the track.

2012 Kentucky Bluegrass Wine Auction & Derby Gala

Guests

May 2 -May 5, 2012 Lexington, KY



1. University of Kentucky Basketball Coach John Calipari 2. Ellen Karpf and Dr. Michael Karpf, Vice President for Health Affairs UK HealthCare 3. Former NFL quarterback Tim Couch and Heather Couch 4. Rick Dees, national radio personality and Charlie O'Connor of Ashford Stud, Thoroughbred farm 5. Artist Matt Rogers 6. Crystal Montgomery and Country Music Artist John Michael Montgomery 7. Michael Polenske, Proprietor of Blackbird Vineyards, Ma(i)sonry Napa Valley and 2011 Vintner Chair, and Kimberly Miller 8. Country Music Artist Mac Davis and wife, Lisa. 9. Derek Vaughan and Marc Mondavi, proprietor of Charles Krug Winery

The Kentucky Bluegrass Wine Auction & Derby Gala attracts guests with affluent culturally minded wine, horse and travel lovers.

LCF is one of the few non-profit organizations in Kentucky that extends beyond the city itself.

Lexington/Louisville	52%
California	18%
New York	12%
Florida	10%
Texas	7%

Income: 75% of LCF subscribers have annual household income over \$100,000.

\$50,000 - \$74,999	13%
\$75,000 - \$99,999	30%
\$100,000 - \$199,999	37%
\$200,000 +	20%

Education: 95% of LCF subscribers hold a college degree.

Attended college	5%
Graduate College	95%
Some Graduate School	10%
Completed, Grad School	60%

2012 Kentucky Bluegrass Wine Auction & Derby Gala

Lexington Cancer Foundation

May 2 -May 5, 2012 Lexington, KY



Founded in 2004, LCF is a non-profit organization whose philanthropic mission is to raise funds and awareness in the fight against cancer. It is also dedicated to improving the quality of healthcare for cancer patients.

The LCF board is comprised of fifty passionate women who are committed to the mission and making the vision a reality.

LCF is located in the Lexington Cancer Foundation Volunteer Center at the Lexington Hope Lodge. The Hope Lodge is a no cost housing facility for cancer patients receiving treatment in the area. The facility is owned and managed by the American Cancer Society. LCF contributed a large portion of the capital campaign to the facility, over \$1 million, as well as, an additional \$850,000 in grants and pledges towards the facility since 2004.

Grants and Funding

Annually, LCF accepts grant requests through June of each calendar year. Grant requests are accepted from qualifying cancer organizations, institutions, and facilities. Requests are reviewed by LCF and awarded by the end of the calendar year the grants are submitted. Since its inception, LCF has awarded and pledged over \$4 million dollars to numerous cancer organizations.

Education

LCF hosts a cancer medical symposium for physician continuing education. Since 2004, high-quality continuing education seminars have been made available to physicians in the area. Topics have covered breast cancer, colon cancer, prostate cancer, and lung cancer. The speakers for these seminars have included top experts from M.D. Anderson, Sloan-Kettering, and Duke University.

LCF also hosts a series of free public forums on specific cancer topics in partnership with Central Baptist Hospital. Topics include cancer and genetics, nutrition, Medicare, insurance, and more.

For more information about LCF, go to www.lexingtonfoundation.org or call 888.388.2620.