

For Immediate Release

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Toad Hollow Vineyards Launches Second Annual *Fine Art of Fall* Instagram Contest #THfineartoffall

The winning image will be featured in an original Toad art print

Healdsburg, Sonoma County, CA (October 16, 2018)

Toad Hollow Vineyards, established in Sonoma County in 1994, has long been recognized for its ubiquitous Toad character. He's appeared on labels, on wearables, and in retail promotions for nearly 25 years. The second annual Fine Art of Fall Instagram contest, launched on October 15, 2018, gives fans of the brand a way to personally appear alongside their beloved Toad.

Toad Hollow encourages IG users to share photos of favorite fall diversions, traditions, and amusements such as hiking, baking pies, playing or watching football, or looking for garden Toads, using the hashtag THfineartoffall. The first Fine Art of Fall contest, in 2017, grew the winery's Instagram followers by 300 percent!

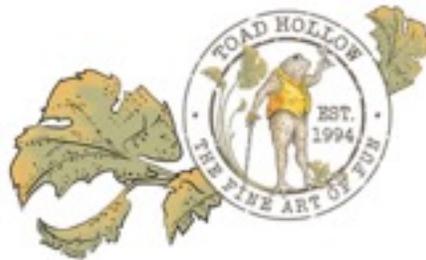
The Toad Hollow staff will judge the entries and announce the winner through social media platforms. The contest ends December 1, 2018. The winner will be announced on January 31, 2019. The winning image will be incorporated into an original art print made by the winery's longtime label artist, [Maureen Erickson](#). Framed and signed by Erickson and Toad Hollow owner Frankie Williams, an original (16"x 20") print will be presented to the winner.

For more than 20 years, Erickson has designed Toad Hollow labels and created countless fun-loving images of the beloved Toad for posters, T-shirts, and seasonal marketing promotions. Last year, the Fine Art of Fall Instagram winner was Mary Stover of Block Island, Rhode Island. Mary submitted her interpretation of the Fine Art of Fall, and Toad Hollow staff recognized her image of barefoot friends launching a lantern at the seaside as an exceptional depiction of fall. Inspired by the image, Erickson created an illustration of Mary and the Toad on canvas with a combination of acrylic and oil paints and pen and ink. To see Mary's original image and the artist's print, go to www.toadhollow.com/wine-blog/fine-art-of-fall-instagram-contest-2018.

The Instagram contest runs in tandem with a Fine Art of Fall promotion in retail stores across the country, focusing on the red wines of Toad Hollow Vineyards.

For more information and details on how to enter the contest, and instructions for private Instagram users and those who don't use Instagram, go to the winery's blog, [Fine Art of Fun](#), or call: 707-431-1441

Entries limited to one image per person per day. No professional images accepted. Photos must be taken by you to avoid copyright infringement. Void where prohibited. No purchase necessary to win. Contestants must be 21 or older. This contest is not sponsored by Instagram.



Since Francine (Frankie) Williams assumed leadership of Toad Hollow Vineyards in 2005, the winery has grown to approximately 100,000 cases. Frankie has maintained the winery founder's original promise to deliver delicious varietal wines that everyone can afford. Toad Hollow offers its Monterey Pinot Noir, Sonoma County Merlot, Dry Rosé of Pinot Noir (Eye of the Toad), Lodi AVA Cabernet Sauvignon, and two French sparkling wines. Whimsical labels featuring the beloved Toad character are symbolic of the winery's insistence that fun be at the brand's core. An updated label design by Maureen Erickson was introduced in 2015 to better reflect the wine quality, yet retain the brand's whimsy.