



PRESS RELEASE

FOR IMMEDIATE RELEASE

October 19, 2017

CONTACT: George Stern Fine Arts

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Greg Young Publishing is proud to announce the artist's reception and book launch of ***Along The California Wine Trail: Exploring California's American Viticultural Areas*** on November 4th at George Stern Fine Arts in West Hollywood, CA.

On exhibition will be a collection of 36 paintings by world renowned artist Kerne Erickson. Known for his Retro Realism travel paintings, Erickson has turned his eyes on his home state of California and the intriguing landscapes devoted to viticulture. Each painting on exhibit and included in the book, dovetails author Jerry Stroud's intimate and candid narration. Stroud, a native Californian himself, takes you on a journey across the state capturing with each wine region a unique "sense of place." You will hear compelling stories of the men and women of the vineyards whose craft and unrelenting fortitude is responsible for bringing to fruition some of the finest wines in the world.

Erickson and Stroud's work reflect a pairing of character and beauty, not only reminiscent of California's past, but of its ever growing future. Have your book signed by artist and author! The Northern California fires have devastated so many lives and have ravaged many wineries in the region. We feel compelled to donate \$5.00 from every book sale to Direct Relief for victims of the Northern California fires until Nov 4, 2018.

For Exhibition and Show, contact George Stern Fine Arts: 310-276-2600 | gsfa@sternfinearts.com

For industry Book Sales, contact Greg Young Publishing: 800-962-3373 | greg@gregyoungpublishing.com

Hardbound book - 36 color plates

Retail price \$34.95

Industry wholesale price \$20.95

\$5.00 from every book sale will be donated to Direct Relief for victims of the Northern California fires.

Saturday November 4th, 2017 from 4pm-8pm.

GEORGE STERN FINE ARTS

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For more information on the event, how to purchase, and/or retail opportunities, please visit:

gregyoungpublishing.com

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"...very well written, thoughtful, and thought provoking. A great divergence from typical 'wine writing.'"

– John Alban (Owner, Alban Vineyards, Pioneer and co-founder of Hospice du Rhone)

"Erickson's sophisticated color and design sense and his highly personal painting language assure him a well deserved place in American art history."

– Gordon McClelland (California Art Historian, Curator)