

Comcast Newsmakers Segments

Two, five-minute Comcast Newsmakers segment ran on CNN Headline News, roughly 50 showings.

Segment 1: Guest: Jennifer Van Every, Director of Communications at EHC/Rivers of Chocolate Co-Chair

Segment 2: Guest: Shaughna Green, Rivers of Chocolate Co-Chair

Saratogans shouldn't miss the boat on annual Rivers of Chocolate Festival

By Casey Jay, Saratoga News, April 18, 2011

Most people don't need an excuse to partake of some good food, chocolate and wine. And when it's for a good cause, the treats are even tastier.

The 15th annual Rivers of Chocolate Festival comes to the Mountain Winery in Saratoga on May 1. Hosted by EHC LifeBuilders, the event benefits homeless individuals and families in Silicon Valley.

Jennifer Makin, a consultant for EHC LifeBuilders, said last year's festival raised about \$170,000 for the nonprofit organization.

"It's our largest fundraiser of the year," Makin said. "It's a great day and it's a lot of fun, but really it's for the cause. It's great to see so many people coming together and opening up their hearts."

And many people really do show up. Last year's festival sold out, and organizers expect a similar turnout this year.

"We're anticipating about 1,200 attendees," Makin said.

All those guests will be joined by more than 75 local chocolatiers, restaurateurs, confectioners, vintners, spirit makers and other vendors who will provide the gourmet food and drink for the event. Samples, plates and pourings will be provided by local favorites such as Cooper-Garrod Estate Vineyards, Gordon Biersch Brewery Restaurant, Guglielmo Winery, Los Gatos Brewing Company, Saratoga Chocolates, Schurra's Candy Factory and Silver Mountain Vineyards, just to name a few.

Upon entry, each attendee will receive a wine glass decorated with the EHC LifeBuilders logo to use throughout the day. Guests will also get one raffle ticket and can purchase more for \$5 each.

"They can put their tickets [toward] the item they want and really narrow it down," Makin said.

Attendees will have the opportunity to take home more than just raffle prizes with a large silent auction to walk through. Between the raffle and silent auction, 100 items were donated for the event.

While guests peruse the silent auction and sample the gourmet offerings in the main plaza, they will enjoy live music performed by local jazz and blues bands as well as the Silicon Valley Youth Orchestra. Then at about 3:30 p.m. the live program will begin.

KTVU Channel 2's Robert Handa will host the live program, which features a live auction called by Gary Scott Thomas of KRTY radio. Guests can compete for hot-ticket items, such as a Top Gun fighter pilot experience, meeting with the NBC morning news crew and lunch with Scott McGraw and a high-end, in-home dinner and wine pairing for eight prepared by French master chef Patrick Farjas.

Saratoga resident and event co-chair Shaughna Green said that at the end of the day, the combination of good food and good vibes is what makes the Rivers of Chocolate Festival such a success.

"Bringing together delectable confections, wine and savories with an important cause is what makes Rivers of Chocolate a not-to-miss event," Green said in a press release. "Attendees feel good knowing their contributions through attendance and auction items are supporting local families and individuals in need."