



**DATE:** Wednesday, November 29, 2023

**Media Contact:** Lili Ramos, Marketing and Events Specialist Contact:  
(707) 252-3547 x400, [lili@vinetrail.org](mailto:lili@vinetrail.org)

**The Clif Family Foundation and Napa Valley Vine Trail Coalition Issue \$50 Per Acre Donation Challenge** *The Clif Family Foundation Generously Pledges \$2.5 Million; Asks Napa Valley Vineyard Owners to Join Them in Philanthropic Efforts to Complete the Napa Valley Vine Trail.*

**November 30, 2023 – Napa, CA** – Today, the Clif Family Foundation and the Napa Valley Vine Trail Coalition announce a transformative, challenge gift of \$2.5 million for the construction of the Napa Valley Vine Trail link connecting Yountville to Saint Helena to create 31 continuous miles of the Vine Trail from Calistoga to Napa.

“The Vine Trail is an exciting opportunity to ensure everyone in Napa Valley can enjoy and have access to the outdoors. It’s a dream come true.” said Kit Crawford, co-founder of the Clif Family Foundation.

The Clif Family Foundation invites Napa Valley vineyard owners to join them in the \$50 Per Acre Campaign by pledging to donate \$50 per commercially producing vineyard acres each year for five years which the Clif Family Foundation will match up to \$2.5 million.

“We believe that the Napa Valley Vine Trail is a big step to building a sustainable Napa Valley,” said Gary Erickson, co-founder of the Clif Family Foundation. “Napa is a generous community, and we hope people will join us to complete this critical link.” Crawford and Erickson know first-hand about Napa’s kindness as they are also co-owners of Clif Family Winery in Saint Helena.

The \$50 Per Acre Campaign’s goal is to achieve pledges from the owners of 10,000 acres to raise \$2.5 million and when matched raise \$5 million. The collaboration with the Clif Family Foundation and Napa Valley vineyard owners will raise 25% of the funds needed for the construction of the Yountville to Saint Helena Vine Trail link that will in turn be matched by 75% federal, state, and local grants resulting in leveraging every dollar invested in the campaign with seven additional dollars.

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**NAPA VALLEY VINE TRAIL COALITION**

**CO-FOUNDERS**

Napa Valley Vintners

Napa Valley Grapegrowers

Land Trust of Napa County

**LAND TRUST INTEREST GROUPS**

Napa Valley Farm Bureau

Winegrowers of Napa County

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Napa Valley Transportation Authority

City of Vallejo/Solano County

NVTA/TAC Public Work Planners

Active Transportation Advisory  
Committees of Napa County (ATAC)

Napa County Regional Park & Open Space  
District

California Department of Fish & Wildlife

Napa County Law Enforcement

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Napa Valley College

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**ECONOMIC INTEREST GROUPS**

Visit Napa Valley

Napa Chamber of Commerce

Calistoga Vitality Group

Cycling Businesses of Napa Valley

North Bay Realtors/Napa Group

**ENVIRONMENTAL INTEREST GROUPS**

Sierra Club of Napa Group

Sustainable Napa County

Friends of the Napa River

**CULTURAL & COMMUNITY INTEREST GROUPS**

Napa County Bicycle Coalition

Health, Wellness & Medial Coalition

Youth Development/Safety Education

Runners of Napa Valley

Rotary Club Napa Valley

Arts Council Napa Valley

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Lili Ramos  
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NAPA VALLEY VINE TRAIL COALITION

WWW.VINETRAIL.ORG | INFO@VINETRAIL.ORG | 3299 CLAREMONT WAY, SUITE 5 | NAPA, CA 94558

501(c)(3) TaxID 26-3426758 | @NVVINETRAIL | 707.252.3547



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More than 2,500 acres, and nearly \$1.3 million in 5-year pledges have already been committed. Supporters include Boisset Collection, CAMi Vineyards, Dragoo Family, Jackson Family Wines, JaM Cellars, Jones Family, Markham Vineyards, Raymond Vineyards, Shafer Family, Silver Oak, St. Supéry Estate Vineyards & Winery, Turnbull Wine Cellars, Trinchero Family Estates, Vintners Daughter, Vineyard29, V. Satui Winery, and more.

“47 miles may have seemed impossible 15 years ago but when you take an enormous vision, break it down, and engage our great Napa community to take part, we are showing that anything is possible,” said Chuck McMinn, Founder and Board President of Napa Valley Vine Trail.

“The Napa Valley Vine Trail is a reality because of the belief that we can build it. Community members, landowners, and civic leaders are donating their time, land, and gifts to create a resource for all of us. We will see you on the Trail!” said Shawn Casey-White, Executive Director of Napa Valley Vine Trail.

Napa Valley vineyard owners and anyone interested in pledging can do so at, <https://www.vinetrail.org/50-per-acre/>. If you would like to learn more, please contact Shawn at [shawn@vinetrail.org](mailto:shawn@vinetrail.org) or (510) 541-0157.

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**The Clif Family Foundation**

The Clif Family Foundation supports organizations working to transform food systems, revitalize the environment, and enhance community health. The Foundation has long appreciated the connection between philanthropy and community and operates with the belief that much of our nation’s needed innovation will spring from grassroots organizations' daily efforts in local communities. Since its inception in 2006, the Clif Family Foundation has prioritized operational support and awarded \$50 million in funding to more than 1,200 trailblazing nonprofits.

For more information, visit [www.cliffamilyfoundation.org](http://www.cliffamilyfoundation.org).

**The Napa Valley Vine Trail Coalition** is a 501(c)(3) non-profit organization. It is committed to delivering the Napa and Solano community's shared goal of a car-free, shared-use transportation corridor. The Vine Trail provides design and marketing expertise and raises private funding to leverage public support to create a trail that will shift cars off Hwy 29 and provide users access the scenic Napa Valley for recreation, hospitality, and community while preserving and showcasing our historic agricultural heritage.



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