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FOR IMMEDIATE RELEASE

Washington Wine Country Announces Program to Fund City Revitalization

SEATTLE, Wash. — (June 17, 2005) — Washington Wine Country, the non-profit consortium known for promoting wine-related tourism and economic development in Eastern Washington, will add another program designed to attract tourists and investors and enrich wine country. The organization has developed a City Revitalization Fund that will go towards cities within the appellations of Columbia, Walla Walla and Yakima Valleys and Red Mountain.

The fund will assist in preserving the history and promoting the lifestyle and romance found within Washington's Wine Country. Through an application process, one town will be selected for a downtown revitalization to include painting of historical buildings, the addition of sidewalk canopies, street lamps and barrel planters, as well as Washington Wine Country vintage banners.

The selection process, to begin this fall, will be based on location, demonstrated need and ability to implement and support improvements. In addition to the main recipient city, other cities may be selected for partial improvements depending on the amount of funds raised.

The organizations' primary fundraiser is the annual Wine Country Celebration and Grand Gala, and will be held on June 24 - 25, 2005. Washington Wine Country will hold a "Raise the Paddle" benefit during the Grand Gala auction to allow auction goers an opportunity to contribute in this beautification campaign. Those interested in donating or applying can contact Jackie Walsh at jwalsh@winecountrywashington.org or (206) 285-0514.

Formed in 2003, Washington Wine Country is a non-profit association of Eastern Washington businesses promoting wine-related tourism, economic development and recognition of the world-class wine-growing region comprising the Yakima Valley, Columbia Valley, Walla Walla Valley and Red Mountain appellations. www.winecountrywashington.org

***Grand Gala**, the celebration's original event, is an exclusive, star-studded evening for 200 guests with a delectable menu, fine wine, a boutique auction and sultry entertainment. Held at the DeAtley Estate overlooking the Yakima Valley, the Gala will feature jazz vocalist Marilyn Scott and celebrated Chef Bobby Moore of Barking Frog at Willows Lodge. By invitation only.*

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