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**FOR IMMEDIATE RELEASE**

## **Washington Wine Country Launches State-of-the-Art Web Site** *Blazing New Trails in Travel Through Wine Country*

Seattle, Wash. – (January 23, 2007) – The regional organization promoting the state’s vineyard region, Washington Wine Country, has launched a new Web site with the latest technology to provide a “virtual trip” for the would-be wine country tourist. The site, [www.winecountrywashington.org](http://www.winecountrywashington.org), features a special “travel your wine country” community Blog, the latest in Google mapping technology and a magazine section featuring their *Juice* newsletter.

The new Washington Wine Country site aids tourists in their wine country travels by pinpointing the locations of all the wineries by wine region or city as well as surrounding hotels, bed and breakfasts and restaurants. By clicking on a winery pin, the traveler gets a balloon pop-up with winery photos and an address. Select “more details” and up comes a full page listing containing a short description of the winery, hours of operation and more winery photos.

“We want visitors to get a real sense of what lies beyond the Cascades in terms of wine country,” states Founding Director, Janet Leduc. “There’s more to it than just the wine itself. There are charming wineries with welcoming tasting rooms, picturesque vineyards, homey B&B’s and excellent restaurants to visit.”

The incorporation of the “travel your wine country” blog is an effort to provide community and share suggestions among wine travelers and enthusiasts. A panel of writers including The Ranier Club’s Director of Wine, Christopher Chan and Chef Mike Davis of 26 brix in Walla Walla, are contributing to the blog in such categories as “Food Talk” and “The Experts Talk About Wine.” Other contributors are writing about “Local Takes on the Regions Greats” and “Who’s Who in Washington’s Wine Country.”

“It is our hope that people will interact with our ever expanding group of writers and share their wine country experiences,” continued Leduc. “After all, the best encouragement for someone to visit is through recommendations by their peers, in this case, other wine and travel lovers.”

Other features on the site include the *Juice* News feature which provides a magazine friendly environment for those surfing the site to uncover the in depth reporting found in *Juice*. *Juice* is Washington Wine Country’s bi-monthly e-mail newsletter on “what’s happening” in the vineyard region of Washington. There’s also an expanded “About Us” section touting the organizations programs towards community and economic development and a “News and Events” page that promotes both winery and regional events such as the upcoming Red Wine

and Chocolate holiday weekend. Those interested can also read all about the Washington Wine Country's annual fundraiser, The Wine Country Celebration and Grand Gala.

*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 and the newer appellations of the Columbia Gorge, Horse Heaven Hills and Wahluke Slope. [www.winecountrywashington.org](http://www.winecountrywashington.org)*

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