



WILLAMETTE VALLEY WINE

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FOR IMMEDIATE RELEASE

WINE COUNTRY GREETES HOLIDAY STRETCH WITH PAIR OF PROMOTIONS

Willamette Valley Wineries Launch Giving Season and Holiday in Wine Country

Portland, Ore. (October 19, 2020) – Bookended by a lengthy summer and the therapeutic calm of Cellar Season ahead, the holiday season approaches. The [Willamette Valley Wineries Association](#) (WVWA) and its participating wineries and hospitality members are greeting the festive period with both a series of special tasting weekends and an ongoing campaign focused on giving back to the community and the region’s loyal customers.

The first Willamette Valley holiday campaign, known as **The Giving Season**, begins October 27 and runs until December 31. Despite an ongoing pandemic, Willamette Valley wine country has been resilient. Visitors and online buyers will be treated to a variety of thank-you gifts from participating businesses, from merchandise and gift cards to special tasting experiences and discounts.

“In a normal year, Willamette Valley wine country would be humming with busy tasting rooms, trade events, and more,” said WVWA Executive Director Morgen McLaughlin. “Right now, wineries are dependent on direct-to-consumer sales more than ever. The Giving Season gives thanks to all of you, especially consumers, who’ve gone out of their way to offer help.”

As in previous years, a central element of The Giving Season will be the Willamette Cares Food Share. Participating WVWA members kick off the season with an initial donation of \$100 per business to pass on to community members in need, extending themes of gratitude through partnership with the Oregon Food Bank Network. The collective initial donation by all participating wineries and hospitality businesses totals \$7,000.

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The second WVWA campaign, ***Holiday in Wine Country***, is a season of four tasting weekends, including Wine Country Thanksgiving, beginning on Friday, November 27. The stretched-out approach ensures that participating wineries will be able to offer their signature Willamette Valley hospitality safely amid the ongoing pandemic.

Small groups of friends and family are encouraged to head out for a much-needed escape among the vines. Proper social distancing protocols will be in place so attendees can focus fully on what's in the glass, before a backdrop of stunning late-fall scenery. It's an ideal time for those looking for fewer crowds, more intimate one-on-one tasting experiences and a chance to gather some unique holiday gifts for friends and family.

“This year has been upended like never before but it's nice to know that there are certain constants, like outstanding Willamette Valley wine and the generosity tied to the holiday season,” continued McLaughlin. “This year we're especially grateful for a hardy community that's done so much to help keep the industry afloat. Holiday in Wine Country entices consumers to visit wine country safely, and offers tokens of gratitude to the individuals who visit during this month-long stretch.”

Reservations are required for most wineries and tasting rooms to ensure small gatherings so please plan accordingly. Please visit www.willamettewines.com/willamette-valley-giving-season for details, including an event calendar of related gatherings.

Campaign Name: *The Giving Season*

When: October 27 through December 31, 2020

What: Visitors and online buyers will be treated to a variety of thank-you gifts from participating businesses. Additionally, participating WVWA members kick off the season with an initial donation of \$100 per winery to pass on to the Oregon Food Bank Network.



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Campaign Name: *Holiday in Wine Country*

When: Four weekends:

- November 27–29, 2020
- December 4–6, 2020
- December 11–13, 2020
- December 18–20, 2020

What: Wine Country Thanksgiving is pivoting this year to a wider season of four tasting weekends called Holiday in Wine Country. The stretched-out approach ensures that participating wineries will be able to offer their signature Willamette Valley hospitality safely amid the ongoing pandemic.

About the Willamette Valley Wineries Association

The WVWA is a nonprofit industry association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premium Pinot noir-producing region. The WVWA has more than 230 members representing wineries, tasting rooms, and vineyards throughout the Willamette Valley. The organization also hosts Willamette: The Pinot Noir Auction, an annual, trade-only wine auction. Visit www.willamettewines.com for more info.

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