

01.14.2004

Media Contact: Lori Randall
lori@randallpr.com
(206)624-5757

FOR IMMEDIATE RELEASE

Washington Wine Country Launches
Trip Planning Web Site

SEATTLE, WA — (January 14, 2004) — To make it even easier for visitors to explore the riches of Washington Wine Country, a new website is launching January of 2004. The website, www.winecountrywashington.org, defines the distinct winegrowing regions in and around the Columbia, Yakima and Walla Walla Valleys with detailed maps, tourist and winery information. The site contains all the information one needs to get the most from a wine country adventure, lasting for a day or for a long weekend.

The website is designed to promote tourism in the region where the grapes are grown. Dick Boushey, owner of Boushey Vineyards says, "We hope to raise awareness and people's experience of the tremendous resource we have right here in our state. We're raising incredible grapes and turning them into world-class wines that compete with the best that France and California have to offer."

Users can search by Washington wine region, and learn about wineries, tasting rooms, restaurants, lodging and nearby attractions. The site lists all regional wineries, giving a brief description, location and contact information. We have a lot to offer, including fabulous scenery, winery tours and tasting experiences," states Kathy Coffey of the Yakima Visitors and Convention Bureau. "We think this website will help get that word out."

The Washington Wine Country Consortium was formed in mid-2003 to help promote wine-related tourism and economic development in our state's wine growing region located in Eastern Washington.

###

For more information, contact:
Janet LeDuc, Consultant
Washington Wine Country
206-285-0514 /janet2docs@msn.com