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FOR IMMEDIATE RELEASE

Washington Wine Country Teams up with KJR-FM to promote Thanksgiving in Wine Country

Featuring a chance to Win a Weekend in Washington Wine Country!

SEATTLE, Wash. — (November 23, 2005) — Washington Wine Country, the non-profit consortium charged with branding Washington's vineyard region, has teamed up with KJR-FM to promote Eastern Washington wineries and the Thanksgiving in Wine Country holiday event. Washington Wine Country, together with KJR, developed a co-op advertising opportunity in which wineries could come together to promote this long adored event.

"We are working hard to deliver a unified message to the consumer. It is our strong belief that if we all come together on such efforts, we will have more pull getting consumers over to experience the wine country," said Janet Leduc, Washington Wine Country's founding director.

Participants include Barnard Griffin, Cave B Winery and Inn at Sagecliffe, Fidelitas winery, Hedges Family Estate, Snoqualmie Vineyards, Waterbrook Winery, Wine Yakima Valley, the Yakima Valley Visitors and Convention Bureau and Washington Wine Country.

The promotion is a three week on-air campaign, averaging eight commercials per day, which began November 7th. Each participant personally invites visitors to come take part in the Thanksgiving in Wine Country holiday event, November 25-27th throughout the Yakima Valley.

"We are excited to have the chance to invite so many people from Seattle over to Thanksgiving in the wine country," stated Loren Hoppes, Fidelitas winery's owner and general manager.

In addition to the three-week on-air campaign, which is expected to reach over 160,000 listeners eight times each, Washington Wine Country assembled an amazing Wine Country Weekend Getaway Package to be given away during the KJR Holiday Sweepstakes. This exciting package for two includes:

- ❖ A nights stay at the new Cave B Inn at Sagecliffe in Quincy complete with a Cave B Winery tour and tasting and a lovely breakfast at Tendrils Restaurant.
- ❖ Reserve wine tasting at Snoqualmie Vineyards in Prosser and a signed bottle by winemaker Joy Andersen.
- ❖ Private, reserve tasting at Fidelitas winery near Red Mountain with Winemaker Charlie Hoppes.
- ❖ A day of golf at the Apple Tree Golf Resort in Yakima
- ❖ A second night's stay at the Clarion Hotel in downtown Yakima

Listeners can register to win this package on the KJR Web site during the Holiday Sweepstakes promotion November 28 through December 28 at www.957kjr.com.

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

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