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Major Collaborative Promotional Effort Underway to Draw Tourists to the Walla Walla Valley

WALLA WALLA, WA- The Walla Walla Valley Wine Alliance, along with the Power House Theatre, the Wine Valley Golf Club, and Alaska Airlines, today announced the launch of a major promotion designed to increase visitation to the Walla Walla Valley through January 31, 2012. The four organizations are each providing incentives to visit Walla Walla in coming months. The incentives include Alaska Airline ticket discounts for Walla Walla flights originating elsewhere, tasting fee waivers at over 55 Valley wineries, Two-for-the-Price-of-One tickets to the Power House Theatre's October (*Marilyn: Forever Blonde*) and December (Truman Capote's- *A Christmas Memory*) productions, and waived golf cart fees at Wine Valley Golf Club.

According to Duane Wollmuth, Executive Director of the Walla Walla Valley Wine Alliance, "this promotion represents the first time our organizations have joined forces in a promotion of this size to provide significant incentives to drive visitation to the Walla Walla Valley and travel via Alaska Airlines. These incentives create a win-win situation for everyone, especially visitors to the Valley. Obviously, we believe this promotion will increase air travel to Walla Walla, and visitation and sales at all Valley businesses."

In addition to Alaska Airlines and the three Walla Walla organizations offering the incentives, the promotion will be supported and advertised by Tourism Walla Walla, the Walla Walla Downtown Foundation, the Walla Walla Valley Chamber of Commerce, and the Port of Walla Walla. Details of the promotion can be found at www.wallawallawine.com/flyalaska.

The Walla Walla Valley Wine Alliance is a non-profit wine industry membership organization whose primary mission is the marketing of the Walla Walla Valley's American Viticultural Area (AVA). The Wine Alliance functions as the leading informational resource for consumers, media and trade interested in learning more about the Valley's wine industry. For more information about the Wine Alliance and its' membership organizations visit www.wallawallawine.com.

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