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National Wine Bloggers' Conference coming to Washington State

More than 250 wine bloggers to convene in Walla Walla, Washington, in 2010

SEATTLE (July 24, 2009) – The Washington Wine Commission announced today that the North American Wine Bloggers' Conference – a new and wildly popular event held by and for wine bloggers and industry professionals, and held in California for the past two years – will hold its third annual conference in Washington State next summer.

Wine bloggers from throughout the United States and Canada will travel across Washington State to gather in Walla Walla from June 25-27, 2010. The Washington Wine Commission has been working closely with the organizers of the event to bring this conference to the state, and the entire Washington wine industry looks forward to welcoming more than 250 influential bloggers, traditional media, wineries and members of the trade to the Pacific Northwest.

Event organizer Allan Wright said, "Washington State is one of the premier grape growing and winemaking regions in the United States, and so a perfect location for the Wine Bloggers Conference. Additionally, the wine industry – led by the Washington Wine Commission – has been very energetic and forward thinking in helping us bring the conference to Washington. They understand the importance of bloggers and that makes holding the conference in Washington an easy decision."

Washington Wine Commission Executive Director Robin Pollard added, "We're thrilled to welcome the wine blogging community to Washington State. We think conference attendees representing this new and exciting form of media will feel right at home with our diverse and dynamic industry."

A sponsor of this year's conference in Santa Rosa, California, the Washington Wine Commission hosts attendees for a discussion of the 2010 conference on Sunday, July 26, 2009. The Commission will also post live updates throughout the conference, via Twitter, on its website – www.washingtonwine.org.

Washington State is the second largest wine producing region in the country, with more than 650 wineries and 33,000 vineyard acres, and an economic impact of \$4.7 billion annually. More information on the Wine Bloggers' Conference can be found at <http://winebloggersconference.org/america>. For more information on the Washington wine industry and its many unique regions, please visit www.washingtonwine.org.

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