



WAugust. Is. Back!

The state-wide, 31-day celebration of WA Wine returns this summer for our fifth year! Building off the momentum of last year, this year's Washington Wine Month celebration is gearing up to be our biggest yet. It's all about power in numbers.

WAugust brings the energy of a summer music festival to wineries, tasting rooms, restaurants, growing regions, grocery stores, and backyards across the state. More than simply telling people to celebrate Washington Wine, WAugust makes it feel like a celebration: a 31-day statewide party honoring the incredible wine that makes Washington famous.

August is a special time in Washington. WAugust bottles that summer feeling, pairs it with Washington Wine, and serves as an official invitation to seek out WA Wine Month events and participate in whatever way feels right. Whether you take a road trip to a new winery, drink like a local at your favorite tasting room, or pack WA wine in the cooler for a camping trip, there's no wrong way to WAugust.

WAugust is for everyone. It welcomes longtime Washington Wine loyalists while inviting a younger, curious audience to taste and experience something new. As the celebration continues to grow, we are also focused on attracting more visitors from outside the state and showing them the PNW in every bottle.

As always, the success of this statewide wine festival depends on support from across the Washington wine community. We're outfitting you with this toolkit to help make this year's WAugust celebration our biggest yet, but don't let it limit your imagination. You're encouraged to celebrate WAugust in your own unique way, in whatever format best serves you, your customers, and your community. **This summer, let's put the PNW in every glass.**



Ready to get started?

We've built this toolkit to help you out. You'll find all the creative assets you need to print materials for display, customize your own images to share, and more.

CAMPAIGN ASSETS

► [Download assets](#)

MESSAGING EXAMPLES

WAugust Returns!

#WAugust! Is! Back! The 31-day state-wide celebration of WA Wine returns for year five! Find events at [WAugust.com](#), and tell us how you plan to celebrate your #WAugust this August.

Sun's out, tongues out.

Sun's out, tongues out! Get your #WAugust on during the state-wide 31-day celebration of the wine that made our state famous. Find events at [WAugust.com](#)

Toast to WA

#WAugust is the month we toast #WAWine. Check out [WAugust.com](#) for all the ways you can celebrate WA Wine all WAugust long.

Notes on Hashtags:

Let's keep this campaign connected! All social posts include the [@wa_state_wine](#) handle and both the [#WAWine](#) and [#WAugust](#) hashtags.

Including Links:

Encourage users to learn more about WAugust and find local events in their area by visiting [WAugust.com](#).

VISUAL EXAMPLES

