



In celebration of
Washington Wine Month:

We're launching the
Map My WA Wine app.

And we're introducing our new
"This is Now" campaign.

Let's raise a glass.

What's this all about?

It's an exciting time for Washington wine.

Our industry is growing—and so is our reputation. People around the world are talking about the amazing wines coming from this region, and we want to keep the momentum going. And what better time than WASHINGTON WINE MONTH?

As part of this month's celebration, we're releasing a state-of-the-art app: **MAP MY WA WINE**. This new app is designed to help people get the most out of their Washington wine experience. Users can search wineries, tasting rooms, and vineyards, as well as see upcoming events. They can build their own custom wine trips, too. We'll also be hosting a contest, encouraging people to download the app for a chance to win a Washington wine country getaway.

But we're not stopping there. We're also launching a new brand campaign: **THIS IS NOW**.

This new expression of the Washington Wine brand highlights the energy, passion, quality and creativity of our wines and winemakers. It's our way of saying that, while wine may have a long and storied history...this is where all the buzz is now.

Let's spread the word.

We want you to be a part of sharing these messages wherever you connect with consumers: on Facebook and Instagram (both in-feed and in stories), in newsletters and mailing lists, and in your wineries and tasting rooms. Let's get people excited about Washington wine.



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

- ▶ [How to use the headline overlay](#)
- ▶ [Download assets](#)

MESSAGING EXAMPLES

Celebrate

Hit the road and head to some of the state's awesome wineries and tasting rooms. There's no better time than Washington Wine Month to get out there and celebrate the wine the world is talking about.

Download the App

Put Washington wine country in the palm of your hand. The new Map My WA Wine app gives you all the info you want on every winery in the state, and even lets you customize your ultimate wine trip. Consider this app the guide to your next glass of WA wine.

Enter the Contest

Get the new Map My WA Wine app and you could win a trip to Washington wine country. Just download, enter, and start planning the perfect WA wine tour.

Notes on Hashtags:

Let's keep this campaign connected! We ask that all social posts include the **@wa_state_wine** handle and the **#WAWine** hashtag in the post itself.

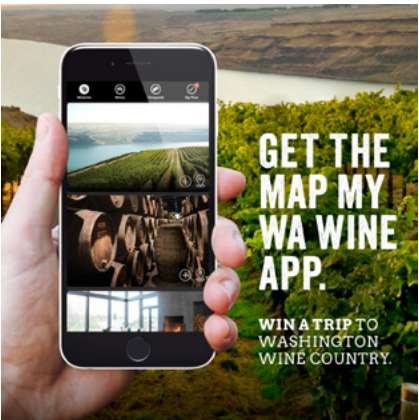
Including Links:

When prompting users to download the app on Instagram, links in the Post Text are not clickable. Instead, add the link (<http://qrco.de/bc7JDU>) to your Profile and use the Post Text to encourage people to click the link in your bio.

VISUAL EXAMPLES



CELEBRATE



CONTEST



EVERGREEN



EVERGREEN

