



**FOR IMMEDIATE RELEASE**

## **Washington Wine Launches New Website and Mobile App for August Wine Month**

*Map My WA Wine will enhance the way consumers experience Washington wine*

SEATTLE (August 2, 2021)—The Washington State Wine Commission kicked off Washington Wine Month today by launching a brand-new website for the state’s wine industry, along with the innovative “Map My WA Wine” mobile app.

“Washington is home to an incredibly exciting and dynamic wine industry, so it’s time we have a digital home to match,” said Steve Warner, President of the Washington State Wine Commission. “Our new website and wine touring app will allow better access in different ways to our world-class wine region.”

The new [washingtonwine.org](http://washingtonwine.org) features a full winery and vineyard directory, interactive touring information, a deep dive on the state’s regions and terroir, a comprehensive historical timeline, and endless stories spotlighting the people that make Washington wine so special.

[Map My WA Wine](#) is an interactive mobile app, now available on all iOS and Android devices. With this handy tool, anyone can easily search hundreds of Washington wineries, tasting rooms, and vineyards. People will be able to create and share itineraries, see what events are happening in their local area, and search for wineries that are pet friendly, have live music, serve food, and so much more.

“Map My WA Wine will enhance the way consumers discover, explore, and experience Washington Wine,” Warner said. “It’s now easier than ever to plan your first time or return trip to Washington wine country.”

Through the end of the year, anyone who downloads the Map My WA Wine app and creates an itinerary and account are [entered to win](#) a weekend getaway for two in Washington.

The launch of the new website and app was timed to coincide with the annual Washington Wine Month. This year, Washington Wine will run an advertising campaign throughout the months of August, September and into October to generate over 13 million impressions. Retailers across the state have signed on as partners to run campaigns for Washington Wine Month, and every Washington winery will have access to toolkits and assets to elevate their marketing efforts. Follow along on social media using the hashtag #WAwine while also tagging [@wa state wine](#).

### **About the Washington State Wine Commission:**

The Washington State Wine Commission (WSWC) represents every licensed winery and wine grape grower in Washington State. Guided by an appointed board, WSWC provides a marketing platform to raise positive awareness about the Washington wine industry and generate greater demand for its wines. Funded almost entirely by the industry through assessments based on grape and wine sales, WSWC is a state government agency, established by the legislature in 1987. To learn more, visit [www.washingtonwine.org](http://www.washingtonwine.org).

### **MEDIA CONTACT:**

Heather Bradshaw, Communications Director, Washington State Wine Commission  
(206) 495-5844 / [hbradshaw@washingtonwine.org](mailto:hbradshaw@washingtonwine.org)

###