



**FOR IMMEDIATE RELEASE**



## **Washington Wine Month Returns As “WAAugust”**

*A fresh new campaign transforms August into a 31-day festival of Washington Wine*

SEATTLE (August 1, 2022) — It’s officially WAAugust, a 31-day festival of Washington Wine. The Washington State Wine Commission invites wine lovers to celebrate Washington Wine Month in a fresh new way, with special deals and events all month long at wineries, tasting rooms, restaurants, grocery stores, and backyards across the state. Inspired by the energy of a summer music festival, WAAugust celebrates the farmers, vintners, and the 1,050+ wineries that call Washington home.

“There is an energy around Washington wine that you can feel,” said Chris Stone, Vice President of Marketing and Communications at the Washington State Wine Commission. “WAAugust captures that energy and encourages people to find ways to support and celebrate the state’s wine industry all month long.”

As part of WAAugust, the Washington State Wine Commission partnered with Ste Michelle Wine Estates to bring on *Wine Spectator* as a national media partner for an expanded Washington Wine Month campaign. *Wine Spectator* published its first-ever special issue of the magazine dedicated to a single region [Vibrant Washington](#) which is attached to its annual August Restaurant Awards issue and on sale now.

“*Wine Spectator*’s ‘Vibrant Washington’ issue provides an amazing opportunity to raise awareness about Washington wine among influential trade, gain continued exposure among consumers, and help grow Washington Wine Month into a truly nationwide program” Stone commented.

WAAugust will run bold in-store messaging, reinforced with active social media and high-impact streaming and mobile ads. It will utilize the [Map My WA Wine](#) app audience to invite #WAwine enthusiasts to celebrate. In total, campaigns are set to generate over 15 million impressions.

Wineries, restaurants, and retailers across the state have signed on as partners to utilize toolkits and assets to elevate their marketing efforts and spread the WAAugust message. Follow @wa\_state\_wine on social media using the hashtags #WAwine and #WAAugust.



**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:**

Averyl D. Mooney, Senior Communications Manager, Washington Wine  
(206) 326-5750 / [admooney@washingtonwine.org](mailto:admooney@washingtonwine.org)

###