

31 DAYS. OVER A THOUSAND WINERIES.



### WAUGUST. IS. BACK!

The state-wide, 31-day celebration of WA Wine returns this summer for our third 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.

To recap, WAUGUST brings the energy of a summer music festival to wineries, tasting rooms, restaurants, growing regions, grocery stores and backyards across the state. WAUGUST does more than tell people to celebrate Washington Wine—it invites them to celebrate because it feels like a celebration: A 31-day state-wide party celebrating the amazing wine that made our state famous.

August is a special time in Washington. WAUGUST bottles this summer feeling, pairs it with Washington Wine, and serves as an official invitation to seek out WA Wine Month events and participate any way you please. Whether you take a road trip to a new winery, or pack WA wine in the cooler for your camping trip, there's no wrong way to WAUGUST.

WAUGUST is for everyone—attracting wine loyalists as well as a younger demographic that's ready to taste, and experience, something new. As the event grows, our focus is on attracting visitors from outside the state.

As always, the success of this state-wide wine festival depends on the support of everyone across the state. We're outfitting you with this toolkit to help us make this year's WAUGUST celebration our biggest yet. But don't let this toolkit limit your imagination. You're encouraged to celebrate WAUGUST in your own unique way that best serves you and your customers. Let's GO!!!

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### 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 three! 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.

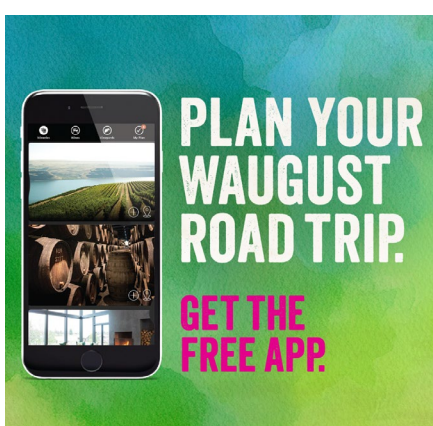
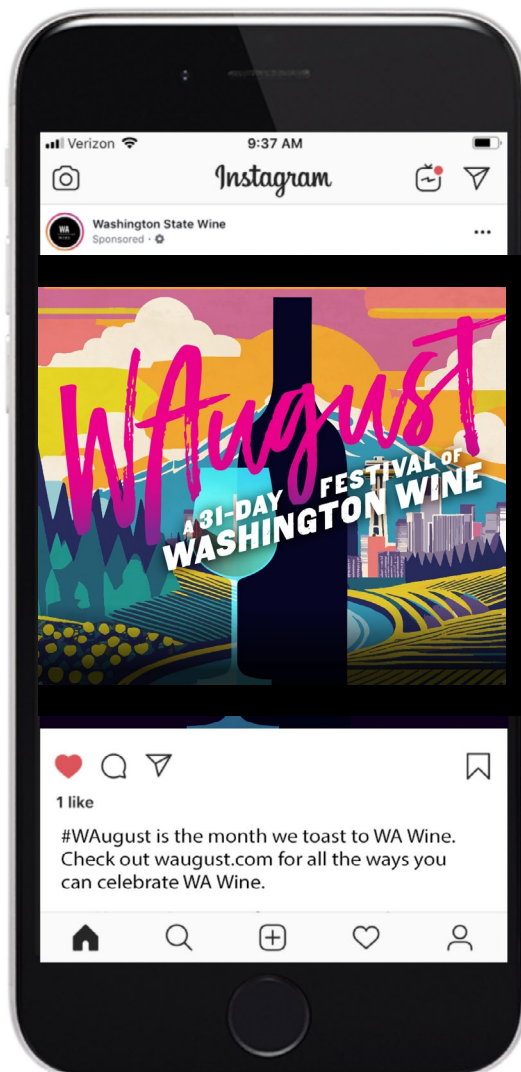
#### Notes on Hashtags:

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



SOCIAL: WAUGUST/APP