



**Visit Napa Valley and the Napa Valley Vintners Join Forces
to Encourage the Napa Valley Community to Show Their *Napa Valley Spirit***

May 22, 2020 Napa, CA – The Napa Valley Vintners and Visit Napa Valley, which support Napa County’s two largest industries – wine and tourism, have joined forces to celebrate the collective sense of pride amongst Napa Valley’s residents and its workforce. Together, the wine and tourism industries support more than 60,000 jobs. As shelter-in-place orders due to COVID-19 begin to relax, the Napa Valley Spirit campaign will celebrate the ongoing collaboration of the Napa Valley community and their efforts to rally together and support local businesses to help restore Napa Valley’s economy.

The #NVspirit campaign encourages those who live and work in Napa County to show their Napa Valley Spirit by exploring and enjoying their own ‘backyard.’ As we emerge from sheltering in our homes, it is an opportunity to rediscover the true beauty of the place we are so fortunate to call home.

The campaign website napavalleyspirit.com asks residents to venture beyond their normal routine and explore a new or favorite Napa Valley attraction or experience. Suggestions include supporting one of Napa Valley’s farmer’s markets; hiking a new trail or visiting a different park; or strolling through one of the many outdoor art displays.

When businesses gradually reopen, the campaign will inspire locals to visit one of Napa Valley’s wineries for a tour and outdoor tasting; enjoy a meal in the Valley’s restaurants; explore the offerings of a downtown boutique; or be truly pampered by staying overnight in one of Napa Valley’s lodging options, whether it be an intimate B&B, downtown boutique hotel, or more remote resort.

“We are proud and excited to partner with the Napa Valley Vintners on this effort to celebrate our community and the gradual reopening of our local businesses,” said Linsey Gallagher, president and CEO for Visit Napa Valley. “First and foremost, Napa Valley is for locals and is supported by locals. The true spirit of the Napa Valley is defined by our community and the pride that we all share living and working in one of the most beautiful destinations that we are so fortunate to share with the world. One of the primary reasons visitors return to Napa Valley year after year is to experience the genuine and welcoming hospitality our community provides.”

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About Visit Napa Valley

Visit Napa Valley is the official destination management organization for the Napa Valley, with a mission to promote, protect and enhance the region's position as an attractive travel destination and enhance its public image as a dynamic place to visit, live and work.

The Napa Valley, conveniently located just an hour from the San Francisco Bay Area, consists of the following distinctive towns, including, from north to south, **Calistoga, St. Helena, Rutherford/Oakville, Yountville**, the city of **Napa, American Canyon**, and the outdoor recreation area of **Lake Berryessa**.

For additional information on the Napa Valley, or to plan your Napa Valley experience, please explore VisitNapaValley.com, and follow us on Facebook and Instagram @VisitNapaValley.

About the Napa Valley Vintners

The Napa Valley Vintners nonprofit trade association has been cultivating excellence since 1944 by inspiring its 550 members to consistently produce wines of the highest quality, to provide environmental leadership and to care for the extraordinary place they call home. Learn more at napavintners.com.

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5.22.20

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