



WILLAMETTE VALLEY WINE

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FOR IMMEDIATE RELEASE

WILLAMETTE WINE COUNTRY GIVES BACK THIS HOLIDAY SEASON

Regional Wineries Greet End of Year with Donations and Thanksgiving in Wine Country

Portland, Ore. (October 25, 2021) - Willamette Valley wineries are celebrating the festive season by supporting the community they call home. Through the highs of a spectacular harvest and the lows of an ongoing pandemic, community strength has been particularly invaluable this year. As Thanksgiving weekend and the holidays approach, member wineries and tasting rooms are not only celebrating but giving back to both wine enthusiasts and locals in need.

Beginning October 25th, the [Willamette Valley Wineries Association \(WVWA\)](#) will launch [The Giving Season](#). Running through the end of the year, this post-harvest celebration is devoted to both customers and community. Those who visit or order from participating wineries will be treated to “gifts” in the form of special offers, events and deals, a symbol of gratitude from the grateful industry. The season includes Willamette Cares Food Share, a collaborative winery donation effort to combat hunger. Last year, the program saw \$7,000 donated to the Oregon Food Bank Network at the campaign’s kick-off, plus additional donations from winery participants and guests throughout the Giving Season.

“We’re always grateful for the community that supports us day in and day out,” says Morgen McLaughlin, Executive Director of the WVWA. “But this year we’re truly counting our blessings and eager to give back to those who have helped us or simply need some help. We have never felt a closer bond with our friends and neighbors and these events raise a glass to that.”

Kicking the Giving Season off in fitting style, participating wineries will each be donating \$100 to the [Oregon Food Bank Network](#). It sets the tone for a charitable stretch in which patrons are encouraged to make their own additional donations while taking advantage of the campaign’s attractive deals and

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events, to maximize fundraising and ensure no one in the Valley goes hungry.

Under the Giving Season umbrella is the Willamette Valley's long-standing [Wine Country Thanksgiving](#). This year the event covers both the holiday weekend itself (November 26–28) and the weekend prior (November 19–21). The tradition began during the local wine industry's infancy decades ago and continues to be the marquee end-of-the-year celebration. Participating wineries will offer special tastings, inventive pairings, wine releases, open houses and thoughtful gift ideas for the holidays ahead. This year, due to the pandemic, many wineries are requiring reservations instead of drop-in tastings. Always check in with wineries ahead of time for event details and specific COVID-related requirements.

“Many winemakers will attest that this is the finest time to trek out to the vineyards and tasting rooms of the Willamette Valley,” continued McLaughlin. “The newest vintage has just wrapped and there’s a lingering sense of both accomplishment and gratitude. There’s a peaceful festivity to the late-fall vineyard rows, and the peak summer crowds have mostly subsided.”

For more information about the Giving Season, please visit: <https://www.willamettewines.com/the-giving-season/>

About the Willamette Valley Wineries Association

The WVWA is a nonprofit industry association dedicated to achieving recognition for Oregon's acclaimed Willamette Valley as a premium Pinot noir-producing region. The WVWA has more than 230 members representing wineries, tasting rooms and vineyards throughout the Willamette Valley. The organization also hosts Willamette: The Pinot Noir Auction, Oregon Pinot Camp, Pinot in the City, May in Wine Country, The Giving Season and the Cellar Season. Visit www.willamettewines.com for more info.