



WILLAMETTE
VALLEY WINE

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FOR IMMEDIATE RELEASE

WILLAMETTE WINERIES TEAM UP WITH MCMINNVILLE HABITAT FOR HUMANITY TO HELP HOUSE A LOCAL FAMILY IN NEED

Collaboration Announced on World Habitat Day

Portland, Ore. - October 4, 2021 - There's new construction on the horizon in Willamette Valley wine country and it's not a new tasting room or winemaking facility. The Willamette Valley Wineries Association (WVWA) has teamed up with the McMinnville chapter of Habitat for Humanity and raised \$100,000 to build a new home for a local family in need. Today's announcement coincides with World Habitat Day, an occasion for Habitat for Humanity to draw added attention to the important role housing plays in removing barriers to opportunity, success and health.

Known as "The Home That Wine Country Built," the partnership between the WVWA and the McMinnville Area Habitat for Humanity looks to help less fortunate local residents while shedding light on the problems caused by an increasingly expensive housing industry. It's not an unexpected project, given the local wine industry's rich tradition of support and outreach to its wider community. For generations, there's been an especially close connection between the many facets of the industry, from vineyard stewards to vintners and everybody in between.

"For us, it's all about another tremendous opportunity to give back to the community that gives our industry so much," says Morgen McLaughlin, Executive Director of the WVWA. "This donation is extra special for our members as it's such a tangible means of supporting a family in our community that needs help with housing. To be involved with home-building from the ground up is incredibly rewarding and we can't wait for the home owners to walk in the door for the first time."

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The forthcoming house is still in its early stages. The architects are presently on the verge of submitting plans for permits, with a build to follow. The WVWA raised \$100,000 in the project's name through interesting initiatives, ranging from special-edition wine country blankets to prized lots of wine donated to the cause.

An eye-catching collaborative blanket, made by Pendleton and designed by Courtney Cunningham of the WVWA, was created specifically for the cause. Each blanket sold sent \$100 to the project's efforts, raising an impressive \$55,000. Portions of proceeds from The Willamette: The Pinot Noir Auction raised a remarkable \$25,000 from its event proceeds, while a one-of-a-kind barrel of Ken Wright Cellars wine was purchased by Sixty Vines, a progressive wine country-inspired restaurant group, for \$12,000. [Wineries and hospitality businesses throughout the Valley](#) raised an additional \$8,000 in special direct-to-consumer programs.

"We are so grateful for the partnership between the WVWA and McMinnville Area Habitat for Humanity," says Katie Curry, Executive Director for the McMinnville Area Habitat for Humanity. "The WVWA understands the need for affordable housing options in our community and were willing and enthusiastic to make the commitment to fund a home for a local family. The association and its members found creative ways to raise funds, stay updated on MacHabitat's processes and events, and volunteer in our Aspire Development Community, the neighborhood where the house will be built. We appreciate WVWA supporting our mission to bring people together to build homes, community, and hope!"

"Participating WVWA wineries and tasting rooms have shown great enthusiasm for the project, embracing the cause and hosting related charitable events to surpass the financial objective," continued McLaughlin. "It comes at a fitting time, in the middle of the wine harvest, just as the Valley is delivering its traditional bounty thanks to dedicated labor and skill from the vineyard to the cellar."



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About the Willamette Valley Wineries Association (WVWA)

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.

About McMinnville Area Habitat For Humanity

McMinnville Area Habitat For Humanity is an affiliate of Habitat for Humanity International. MacHabitat's mission is to bring people together to build homes, community, and hope. We envision a community where everyone has a safe, decent, affordable place to live. Founded in 1991, McMinnville Area Habitat for Humanity has built 64 homes with families in the greater McMinnville area. Fifty-three of these homes were built in McMinnville, six in Lafayette, three in Sheridan, one in Willamina, and one in Amity. We partner with families that live or work in the communities of McMinnville, Amity, Carlton, Lafayette, Sheridan, Willamina, and Yamhill. Visit www.machabitat.org for more info.

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