



FOR IMMEDIATE RELEASE

January 23, 2017

Contact:

Karisa Saywers, Marketing Manager, (509) 735-8486 ext. 231

MEDIA ALERT

Tri-Cities Wine Tourism Council hosts “Buy Local, Give Local”

Tri-Cities, Wash. – VISIT TRI-CITIES is pleased to announce the Tri-Cities Wine Tourism Council is hosting “Buy Local, Give Local” on Saturday, Jan. 28. The program aims to raise awareness among Tri-Cities area residents about the world-class wine experience available in their own backyard. Participating wineries will have a variety of special offers available exclusively to area residents, who will be asked to provide proof of residency by simply showing identification.

“Buy Local, Give Local” is a great opportunity for wineries to engage and educate local residents about the outstanding wine experience that is available in the Mid-Columbia region,” said Kris Watkins, President and CEO of Visit TRI-CITIES. “When residents take pride and develop a sense of ownership for the wines produced locally, they will promote the experience to family and friends, which increases visitor spending in our community.”

In addition, the participating wineries have partnered with various local non-profit organization during the event to raise awareness and donations. For more information on participating wineries, offers and featured charities, visit <http://www.visittri-cities.com/buy-local-give-local/>

###

The Mid-Columbia Wine Tourism Council is a program of VISIT TRI-CITIES, which is the official destination marketing organization for the Tri-Cities region.