

Walla Walla

Surprise, surprise.

MEMORANDUM

DATE: May 1, 2010

TO: Michael Davidson
Tourism Walla Walla

FROM: Andrew Holt
Tourism Walla Walla

RE: April 2010 Public Relations Activity Report

Media Coverage

Total Circulation: 4,321,798

Total Impressions: 10,804,495

Date	Publication	Headline	Description	Circulation	Link	Initiative
4.8.2010	The News Review	Lang's gift can help area emulate Walla Walla's success	Editorial lists all of Walla Walla's successes in tourism and the wine industry in encouraging its area to do the same.	20,000	link	Misc.
4.16.2010	WA Wine Report	One of Washington Wines' First Families Extends Its Reach	Article details the Figgins family's new wine and food venture which includes FIGGINS wine and Lostine Cattle Company.	N/A	link	Misc.
4.19.2010	Tri-City Herald	Walla Walla historic home tour offers modern flair	Article previews the Kirkman House event, highlighting eco-friendly aspects of the historic homes.	39, 725	link	Radio Ad Campaign.
4.21.2010	Tri-City Herald	Woehler on Wine: Pontin Del Roza & Buried Cane	Article previews Spring Release weekend and features Buried Cane Winery of Walla Walla.	39, 725	link	Misc.

4.21.2010	Boise Weekly	Chardonnay	Column lists and features Abeja Chardonnay as a top rated Chardonnay.	30,000	link	Misc.
4.26.2010	Seattle Post Intelligencer.com	Passport to Woodinville III: Otis Kenyon Wine	Column mentions Otis Kenyon's new tasting room in Woodinville and praises its red wines.	2,000,000	link	Misc
4.26.2010	Seattle Times	Golf and wine a great duo in Walla Walla	Article features Wine Valley Golf Course and the great mix of a golf and wine visit.	2,192,348	link	Misc
4.30.2010	Paul Gregutt.com	Washington Wines Catching Fire	Blog features Tamarack Winery of Walla Walla, focusing on its growth.	N/A	link	Misc.

Media Coverage Year-to-Date

Circulation: 13,415,980

Impressions: 33,539,950