

Walla Walla

Surprise, surprise.

MEMORANDUM

DATE: March 4, 2010

TO: Michael Davidson
Tourism Walla Walla

FROM: Andrew Holt
Tourism Walla Walla

RE: February 2010 Public Relations Activity Report

Media Coverage

Total Circulation: 2,719,623
Total Impressions: 6,799,057

Date	Publication	Headline	Description	Circulation	Link	Initiative
2-10-10	Wine Tonite!	A Blind Tasting of Washington Reds	Blog article gives background on Washington wines, mentioning WallaWalla as a major player	NA	link	Misc.
2-19-10	Dallas Morning News	Beard Foundation announces Chef and Restaurant Award Semi-finalists	Article lists Chris Ainsworth of Saffron as semi-finalist for best chef in NW.	520,215	link	Misc.
2-23-10	Seattle Times	Start of recession didn't faze Walla Walla tourism	Article details the financial success of tourism in Walla Walla during 2008, citing the Dean Runyan report.	2,192,348	link	Misc
2-23-10	Wine Business Monthly	Wines of Substance Named as 'Hot Small Brand' by Wine Business Monthly	Article hails 'Substance' for its innovative marketing approach and its integrity towards varietals.	7,060	link	Misc.

2-26-10	Terroirists.net	The Masters List	Blog features Seven Hills as one of the top vineyards in the state, praising several of its feature wines	NA	link	Misc.
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