

# Walla Walla

Surprise, surprise.

## MEMORANDUM

**DATE:** February 17, 2010

**TO:** Michael Davidson  
Tourism Walla Walla

**FROM:** Andrew Holt  
Tourism Walla Walla

**RE:** **January** 2010 Public Relations Activity Report

### Media Coverage

Total Circulation: 6,522,182  
Total Impressions: 16,305,455

Date	Publication	Headline	Description	Circulation	Link	Initiative
1-1-10	Golf Magazine	Best New Courses 2009	The feature names Wine Valley Golf Club, giving short, positive summary with photo and green fees.	1,417,751	<a href="#">link</a>	Misc.
1-3-10	The Bend Bulletin	10 for 2010	The feature lists WW as a top place for short trips, mentioning wine industry, museum of unnatural history and TWW as a contact.	118,000	<a href="#">link</a>	Misc.
1-8-10	BikePortland.com	Dispatch from WW, WA	The article focuses on cycling community by highlighting the two shops, local race team and two cycling events	N/A	<a href="#">link</a>	Misc.
1-9-10	Seattle Times	Washington is making malbec worthy of note	The article cites the success of WA Syrahs and says Malbecs will follow. Wineries are mentioned throughout.	2,192,348	<a href="#">link</a>	Misc.

1-26-10	The Modesto Bee	WINE: Wake up to Washington's offerings	A story summarizing the quality of wines, including WW and Yakima, describing favorite wines including Columbia Crest Merlot	74,460	<a href="#">link</a>	Misc.
1-27-10	Alison's Culinary Travel	Walla Walla Gourmet Weekends	The blog gives full summary of the Gourmet Getaway Weekend, featuring Saulimiere Cesario	N/A	<a href="#">link</a>	Misc.
2-10-10	Wine Tonite!	A Blind Tasting of Washington Reds	Blog article gives background on WA wines, mentioning WW as a major player but does not list any local wines.	NA	<a href="#">link</a>	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	<a href="#">link</a>	Misc.
2-23-10	Seattle Times	Start of recession didn't faze Walla Walla tourism	Article details the financial success of tourism in WW during 2008, citing the Dean Runyan report.	2,192,348	<a href="#">link</a>	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	<a href="#">link</a>	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 features.	NA	<a href="#">link</a>	Misc.

