

# Walla Walla

Surprise, surprise.

## MEMORANDUM

**DATE:** June 7, 2010

**TO:** Michael Davidson  
Tourism Walla Walla

**FROM:** Andrew Holt  
Tourism Walla Walla

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

### Media Coverage

Total Circulation: 3,226,999  
Total Impressions: 8,067,497

Date	Publication	Headline	Description	Circulation	Link	Initiative
5.2.2010	Calgary Herald	Walla Walla's wild man of wine	Article hails Rick Davis's personality and his wines.	110,000	<a href="#">link</a>	Misc.
5.5.2010	Tacoma News Tribune	Balloon Stampede set this weekend	Article previews the Balloon Stampede, highlighting the main events.	20,000	<a href="#">link</a>	Misc.
5.7.2010	Tri-City Herald	Balloon Stampede lights up again	Article previews the Balloon Stampede's main events with contact information.	39,725	<a href="#">link</a>	Misc.
5.8.2010	Seattle Times	Wines of Substance win praise for affordable accessibility	Article spotlights Substance Wines' critically acclaimed marketing approach and gives favorable reviews of several of its wines.	2,192,348	<a href="#">link</a>	Misc.
5.8.2010	Everett Herald	Green Giant and history await in hills of Dayton	Column highlights a trip to Dayton, citing much of its history, attractions and "hot spots."	N/A	<a href="#">link</a>	Misc.

5.14.2010	Boston Globe	Sports figures in the wine biz	Article features Bledsoe's Walla Walla estate winery and provides link the Doubleback Wine Estate website	350,605	<a href="#">link</a>	Misc.
5.14.2010	Boston Herald	Drew Bledsoe Uncorks New Career	Article reports on Bledsoe's return to Boston to promote his wine, and includes Bledsoe's perspective on Walla Walla as an exploding wine area.	205,000	<a href="#">link</a>	Misc.
5.14.2010	ESPN.GO	Drew Bledsoe Continues a Long Tradition of Football Wineries	Article features Bledsoe's first release of his Doubleback wines in article about football notables in the wine industry.	N/A	<a href="#">link</a>	Misc.
5.23.2010	The Oregonian	2010 spring wine guide: Walla Walla	The article highlights the number of critically acclaimed wineries in Walla Walla and lists a few recommendations	283,321	<a href="#">link</a>	Misc.
5.25.2010	The Wenatchee World	Northwest wineries getting more serious about Malbec	The article features 3 Walla Walla wineries.	26,000	<a href="#">link</a>	Misc.

### Media Coverage Year-to-Date

Circulation: 16,642,979

Impressions: 41,607,447