



Spring/Summer 2013

Dear Journalist,

Thank you for your interest in Walla Walla. Within this press kit, you'll find a number of ideas, inspirations and experiences that combine to make Walla Walla a unique and appealing leisure travel destination. Specifically, you'll be interested to know:

- Walla Walla is one of the country's top wine destinations, home to more than 100 wineries and more than 1,800 acres of grapes. Located on latitude 46°, the Valley straddles the line between the Burgundy and Bordeaux regions of France.
- The name Walla Walla is taken from the Sahaptin language of the native Walla Walla, Cayuse and Umatilla tribes, and means "place of many waters." The name pays homage to the abundant lakes, rivers and streams of the Walla Walla Valley.
- In 1805, Lewis & Clark were the first explorers to pass through the Walla Walla Valley, remarking in their journals that the people they encountered here were among the friendliest they had encountered in their westward journey. Their expedition would return to Walla Walla the following year on their return trip to St. Louis.
- With three colleges (Whitman College, Walla Walla University and Walla Walla Community College) and three hospitals, Walla Walla is among the State's leaders with regard to higher education and health care.
- In 2013, Walla Walla was recognized as by Fodor's as one of the "10 Best Small Towns In America." In 2011, we were voted "America's Friendliest Small Town" by *USA Today* and Rand McNally, and were recently named "America's Best Small Town for Food" by The Daily Meal.

There's much more waiting to be discovered in and around Walla Walla. To learn more, or to schedule your visit, please contact me directly at 541-389-2411 or justin@dvaadv.com. In the meantime, please visit www.wallawalla.org for additional information on events, activities and adventures in Walla Walla.

Regards,

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