



WALLA WALLA BRAND

FOR RELEASE AT WILL

CONTACT: Justin Yax, DVA Advertising & PR, 541-389-2411, justin@dvaadv.com
Barb Commare, Visit Walla Walla, 509-525-8799, bcommare@wallawalla.org

**WHAT MAKES WALLA WALLA UNIQUE? THE WALLA WALLA BRAND
ATTRACTS VISITORS WITH A MIX OF CHARACTER AND CHARM**

(WALLA WALLA, Wash.)—It’s hard to sum up Walla Walla in a few hundred words, but that’s just what we’ve tried to do with the Walla Walla brand – strip away the clutter and capture the essence of the city’s character, charm, and appeal in a clear and concise manner. The Walla Walla brand is just that – our take on what makes Walla Walla such a great place for residents and visitors alike:

This is a place of connections. Between the land and some of the finest wine in the world. Between the charms of a small town and the sophistication of the arts. Between panoramic vistas and outdoor recreation. Between people and their heritage.

Here, it’s sunny and warm, with blue skies and seasons that actually change. The long hot summer days give way to cool nights. The air is clean and smells fresh and earthy. It’s real. Grapes grow better. People grow closer.

Here, you have the rare opportunity to actually experience wine country. To slow down, relax, and truly taste the wine — maybe for the first time in your life. It’s a region that is unique in its own ways and unmatched in the world. A place where you can still talk to chefs and winemakers. Where you come to understand the hard work of farming and the great joy of tasting the wine and food that comes from it. Where you discover the next great winery, and take a piece of it home with you.

-more-

Here, you enjoy a unique sense of place. Locals mingle with visitors in the shops, tasting rooms, restaurants and boutiques of a thriving, historic downtown. The experience is authentic. The people genuine. They greet you with a smile, eager to share their community. The arts flourish, from incredible food and live music to riveting theatre. There's the unmistakable energy of a small college town. The culinary scene is nationally acclaimed. Outdoor recreation abounds.

There is something deeply fulfilling about visiting Walla Walla. A renowned wine region that sits in a unique cradle of Northwest history, where most of the vineyards are still owned by the pioneering families that started them. Simple pleasures with a twist of sophistication. Nothing contrived. Nothing pretentious. A place known for welcoming visitors long before Lewis & Clark described its residents as the "most friendly" of their entire journey. That same spirit is alive today and closer than you think.

Walla Walla is more than just a getaway. It's a place that gets it. Gets what it means to slow down and enjoy the simple pleasures in life. Gets what it means to connect with one another. To connect to a way of life that stirs the soul and feeds the senses. This is the *Friendliest Small Town in America*. A place you'll want to return to time and time again. And like a bottle of Walla Walla wine, it is best when shared.

About Walla Walla:

As the unofficial capital of Washington wine country, Walla Walla is home to more than 130 wineries, a nationally recognized culinary scene, access to an abundance of outdoor recreation, and an arts & entertainment scene that rivals cities many times its size. This community of just over 30,000 residents is known for many things, including its friendliness and hospitality, the quality of its wine, and of course the famous Walla Walla Sweet Onion. An easy and scenic four-hour drive from Seattle, Portland, or Boise, Walla Walla can also be accessed via Alaska Airlines daily non-stop flights from Seattle. For more information and to begin planning a trip to Walla Walla, visit www.visitwallawalla.com.