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Virginia to Celebrate 20 Years of Wine Month in October  
-Anniversary theme of “*Find the One You Love*” entices travelers to more than 130 wineries across Virginia-

Media Only

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(Richmond, Va.) Like a great bottle of wine, Virginia Wine Month will turn 20 in October 2008, and wine lovers and adventure seekers are preparing to celebrate at festivals, tastings and events across the state.

“*Find the One You Love*” is the special anniversary theme for Wine Month, enticing visitors to find the one they love out of the many award-winning vintages at more than 130 wineries across Virginia. Now through September 14, visitors to [www.Virginia.org/wine](http://www.Virginia.org/wine) can enter for a chance to win the **Find the One You Love Wine Month Sweepstakes**, featuring wine tasting and touring in Virginia combined with a six-night cruise out of Norfolk’s Half Moone Cruise and Celebration Center.

Virginia Wine Month began in 1988 as a way to support the state’s young wine business - just 40 wineries at the time - and promote wine travel in Virginia. Twenty years later, the number of wineries has more than tripled and Virginia’s reputation for wine-making continues to grow. In 2007, Virginia was named one of the top five up-and-coming wine regions in the world by Travel + Leisure magazine.

"The 20th anniversary of Virginia Wine Month is a celebration of the tremendous growth of the Virginia wine industry," said David King, chairman of the Virginia Wine Board and co-owner of King Family Vineyards. "October Virginia Wine Month is an ideal time to visit Virginia and taste our world-class wines."

As Virginia is eighth in the nation for wine production, the state’s wineries, which span from the Eastern Shore to the Heart of Appalachia, are exciting destinations for wine lovers and travel enthusiasts.

“Virginia’s combination of wineries and authentic cuisine at local restaurants makes the state appealing to travelers who are passionate about food and wine,” said Alisa Bailey, president and CEO of the Virginia Tourism Corporation. “The wineries add to Virginia’s profile as a culinary tourism destination, accentuated by our rich history and scenic beauty.”

Virginia Wine Month is a major highlight of the year, as foliage turns brilliant and the harvest brings new delights to tasting rooms. There will be more than 50 special wine-related events, from festivals to dinners and musical tributes this October. Hotels, inns and B&Bs are offering special Wine Month travel packages throughout October, listed on [Virginia.org/wine](http://Virginia.org/wine).



## NEWS

Visit [www.Virginia.org/wine](http://www.Virginia.org/wine) to watch Luca Paschina, one of Virginia's most acclaimed winemakers, as he showcases the essence of wine travel in Virginia. Online visitors can enter the Find the One You Love sweepstakes and plan to celebrate Wine Month with special event listings, package deals and wine trail details. Or call 1-800-VISITVA for more Virginia travel information.

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