



Spring/Summer 2019

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 120 wineries and more than 2,800 acres of grapes. Located on latitude 46°, the Valley straddles the line between the Burgundy and Bordeaux regions of France and is widely recognized for its Cabernet Sauvignon, Syrah, and Merlot varietals.
- 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 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 visit Walla Walla the following year on their return 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.
- Walla Walla was named the Best Wine Town in the 2018 *Sunset Magazine* Travel Awards. In addition, Walla Walla made the *Travel + Leisure* list of the 50 Best Place to Travel in 2018. In 2015, Walla Walla was recognized as a finalist for the West's Best Food Town in the inaugural *Sunset Magazine* Travel Awards. In 2013, Walla Walla was recognized by *Fodor's* as one of the "10 Best Small Towns in America." In 2011, Walla Walla was voted "America's Friendliest Small Town" by *USA Today* and *Rand McNally*.

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

Regards,

Justin Yax and Zack Hall  
DVA Advertising & Public Relations  
for Visit Walla Walla