



FOR IMMEDIATE RELEASE

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A Trio of Wineries, Willamette Valley Cheese Company and Latitude One Kick Off this Month's First Wednesday at Travel Salem!

SALEM, ORE — Put a little bit of love in your heart this season! Bring your loved ones to Travel Salem for a heart-warming experience as we feature three local wineries in an exclusive wine tasting event on Wednesday, February 2, 2011 from 5 to 8 p.m. at our Travel Café on 181 High Street NE. Enjoy buttery cheeses from Willamette Valley Cheese Company, shop around for clothing and gift ideas for your loved ones and find information about how to get involved in YWCA's Women helping Women programs! Plus, come check out our pal, Sal, the famous Golden Pioneer!

- **Consigning Women** – Salem is all about recycling — what better way to embrace this philosophy than purchasing from one of our local consignment shops! Pick something out for yourself or a loved one while here!
- **Latitude One** – Dallas' delicious Italian restaurant is back by popular demand! If you didn't sample their dishes last year, you won't want to miss the red velvet cake and other decadent treats the Chef will be baking up for our February event.
- **Willamette Valley Cheese Company** – Enjoy local, delicious, buttery cheeses for pairings with our local wines. Free tastings as well as cheeses for purchase. You'll want to take some home!
- **YWCA** – Learn about their outreach programs and events for women and children and how you can become involved.
- **Special Complimentary Wine Tasting Event!!**

Firesteed Cellars—The wines of Firesteed display distinctive varietal character and consistently 'over deliver' in terms of value for the price. Try for yourself the Premium Citation Chardonnay, 2006 Willamette Valley Pinot, and Dry Riesling.

Left Coast Cellars— They'll be pouring tastes of three of their estate-grown, hand-crafted Pinot Gris and Pinot Noir wines. Wine will also be available for purchase.

Willamette Valley Vineyards—Special Pre-release pouring of their 2008 Pinot Noir style Port. Complimentary tastes of this limited wine. Perfect for pairing with Valentine's Day chocolate. (stemware not included.)



Contribute to Travel Salem's "Absolutely Giving Back" program by dropping by a new or gently used clean child's winter coat.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$452 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****