



FOR IMMEDIATE RELEASE

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Win the Pastel Art that Inspired the Wine Country License Plate Design!

SALEM, OREGON – Oregon's newest specialty license plate will celebrate the state's rich agricultural resources and world-class culinary heritage and be available next spring. In anticipation of the new license plate, Travel Salem, who initiated SB442 to create the wine country license plate, is raffling the original pastel art that inspired the design, a scenic Oregon vineyard by local artist, Judy Phipps. This raffle is a rare opportunity to enter to win the actual artwork that inspired the upcoming license plates.

Ticket sales for the raffle began last Thursday (Sept. 29) at a party celebrating the passage of SB442 and the Wine Country License Plate, held at Willamette Valley Vineyards.

Raffle tickets are available for purchase at Travel Salem's Travel Café at 181 High Street NE in Salem, Oregon, where you can also view the original artwork. Tickets are \$5 each or five tickets for \$20. **Ticket sales will run now through October 29th** with the winning ticket being selected on October 31st!

For more info about purchasing raffle tickets, email Barb Cowan at bcowan@travelsalem.com.

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****Travel Salem is a non-profit organization that promotes the greater Salem area as a premier, year-round destination for conventions, events and leisure travelers. Tourism economic impact for the region is \$496 million annually. Travel Salem manages the award-winning Travel Café, the official Salem area destination visitors center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and a full-service travel planning website www.TravelSalem.com.****