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Press Release

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## Central Willamette Valley Wineries Unveil Family Friendly Spring Break Weekend Event

### *Seven wineries offer kid-friendly activities in conjunction with 150 Days of Wine in the Willamette Valley Celebration*

Dayton, Ore (Feb 18, 2009) – Although wine tasting and touring has traditionally been a grown-up-only activity, more and more Oregon wineries are opening their doors to children as tourists show an affinity for taking families on the road. On March 28-29, 2009, coinciding with many school spring break calendars, Vista Hills Winery and Vineyard, Panther Creek Cellars, Daedalus Cellars, Stoller Vineyards, Eyrie Vineyards, ArborBrook Vineyard and Natalie’s Estate Winery and participating retailers Hey Diddle Diddle Children’s Store, Nikki Jane’s Boutique and Hopscotch Toys will be offering family friendly activities in addition to their traditional opportunities in an event touted as “**Wines, Vines and Family Time.**” This event is part of 150 Days of Wine in the Willamette Valley and the Oregon 150 Celebration.

“We’ve always welcomed children to Vista Hills,” said Event Creator and Sales Manager at Vista Hills Winery and Vineyard Stephanie Eads-Paul. “This year though, we, as a collective group of wineries and retailers, wanted to do something above and beyond,” continued Eads- Paul. “Although many of the forthcoming weekend activities are a one time offering, our goal is to invite the family market that may have been reluctant to visit wine country and show them we as a group welcome families at this event and always.”

**Wines, Vines and Family Time** will be full of family friendly activities including scavenger hunts, drawings and tractor rides--events varying at each location. Each winery will offer opportunities for both parents and the children to participate. A full list of events will be available on participants’ websites in early March.

The event hours are 11am to 5pm on March 28 -29, 2009. Families can begin celebrating at any and/or all of the above mentioned wineries/stores. Each winery will hold events at their own locations.

For more information, contact [info@vistahillsvineyard.com](mailto:info@vistahillsvineyard.com); [www.vistahillsvineyard.com](http://www.vistahillsvineyard.com) or 503-864-3200.

**Wines, Vines and Family Time** is part of Willamette Valley Wineries Association’s **150 Days of Wine in the Willamette Valley**, a series of wine events and activities taking place between February 14th and Labor Day 2009. **150 Days of Wine in the Willamette Valley** joins the Oregon 150 Celebration to honor Oregon’s 150 years of statehood and celebrate the proud history and bright future of Oregon wines. For more information about Willamette Valley Wineries Association, please visit:

<http://www.willamettewines.com/>

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