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FOR IMMEDIATE RELEASE

CELEBRATE OUR LOCAL WINERIES DURING VIRGINIA WINE MONTH October is the perfect month to find your local crush!

CHARLOTTESVILLE, Va. (September 30, 2014) – The Charlottesville Albemarle Convention & Visitors Bureau (CACVB) is proud to invite visitors and local residents to celebrate Virginia Wine Month. Charlottesville and Albemarle County are at the epicenter of Virginia wine country, with over 30 wineries located in a thirty mile radius.

As a way of recognizing our local wineries and to thank them for being such an important part of our tourism industry and contribute to our destination becoming a hub for foodies and oenophiles, the CACVB will acknowledge “the winery of the day” via an extensive Facebook campaign. The “Charlottesville, Virginia” Facebook page, which has received over 1.2 million impressions in the last month, is the perfect vehicle to inform locals and visitors of Virginia Wine Month. In addition, a radio campaign will invite residents to explore wineries in their own backyards during Virginia Wine Month.

“There is no question that wineries have become a reason for guests to visit Charlottesville and Albemarle County,” says Kurt Burkhart, Executive Director of the CACVB. “Every single winery has something unique to offer, from the inviting tasting rooms to the spectacular settings, not to mention high-quality and in many cases award-winning wines. We hope that everyone takes some time to enjoy and celebrate Virginia Wine Month with us!”

There are so many ways to enjoy Virginia Wine Month in the Charlottesville area, as many local wineries are part of the Monticello Wine Trail, the Monticello Artisan Trail or are members of the Presidents Passport program; all these programs are designed with visitors in mind, as they are great tools to help guide them through our beautiful region.

2014 marks the 26th annual October Virginia Wine Month celebration, with special events at wineries, restaurants, hotels and wine bars as well as dozens of wine festivals found in each region of Virginia. The event coincides with fall harvest and Virginia fall foliage season.

Virginia is home to more than 240 wineries and vineyards, seven American Viticultural Areas (AVAs), nearly two dozen wine trails and rates fifth in the nation for wine grape production. Wine Enthusiast magazine named Virginia one of the [10 best wine travel destinations in the world](#), noting the state's picturesque pastoral landscapes and affable winemakers set Virginia apart as an excellent wine destination on the East Coast. Forbes Magazine also noted Virginia as one of [“Six exciting wine regions to explore in 2014”](#).

About the Charlottesville Albemarle Convention & Visitors Bureau (CACVB)

In addition to serving as the global resource for marketing the tourism assets of [Charlottesville](#) and [Albemarle County](#), Virginia, through [www.visitcharlottesville.org](#), the CACVB assists tour operators, meeting planners, reunions and other groups in planning visits to the destination. CACVB's mission is “to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets.” CACVB operates the [Downtown Visitor Center \(610 E Main St\)](#) which is open daily from 9 a.m. to 5 p.m., and a [satellite Visitor Center](#) in the Albemarle County Office Building ([401 McIntire Rd](#)) which is open Monday through Friday from 9 a.m. to 5 p.m., as well as a touch-screen kiosk at Monticello’s Thomas Jefferson Visitor Center.

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