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## **Wine Bloggers Conference Selects Oregon to Host 2012 Event**

**PORTLAND – July 26, 2011** – The [North American Wine Bloggers Conference](#) announced this week that it will hold its 2012 conference in Portland. Next year's conference will be the fifth Wine Bloggers Conference and will be coming to Oregon for the first time.

The annual event, which will be held Aug. 17-19 in Portland, was held in Charlottesville, VA, this year and rotates among North America's leading wine regions. This will be the second time in three years that the conference will be held in the Pacific Northwest.

"This is tremendous recognition of the stellar reputation of Oregon's wine industry and the products coming from our 420 wineries and 850 vineyards," said Steve Burns, [Oregon Wine Board](#) acting executive director. "The wine bloggers are having a growing influence on consumers' wine-buying decisions and to have their attention focused on Oregon during this conference will give our whole industry a tremendous boost."

Allan Wright, owner of Red Lodge, MT-based [Zephyr Adventures](#) which organizes the annual event, called the choice of Oregon not only a logical next step, but one that the members of the conference greeted with open arms.

"Oregon is an ideal place for our next conference," said Wright. "Our wine bloggers actually selected Oregon as their preferred location for the 2012 conference in a poll over several other potential locations. The conference has grown every year and we expect to see our largest attendance ever next year in Portland."

The Wine Bloggers Conference attracts more than 330 bloggers and wine industry members annually for three days of education, networking and an intense focus on the host region's wine industry. Oregon's wine industry is growing at an impressive clip, having nearly doubled its impact on the state's economy to \$2.7 billion since 2005.

The host region is selected based on a number of considerations, including the desire and ability of the region's wine industry to host and help organize the event as well as the interest of the wine bloggers in attending a conference located in that wine region. Wright also announced that the 2013 Wine Bloggers Conference is scheduled for Penticton, British Columbia, marking the first time the conference would be held outside of the U.S.

Zephyr Adventures conducts a number of blogger conference that focus on different aspects of the food, wine, beer and tourism industries. The 2011 [Beer Bloggers Conference](#) will also be held in Portland next month.

**About OWB:**

The Oregon Wine Board (OWB) is a semi-independent Oregon state agency managing marketing, research and education initiatives that support and advance the Oregon wine and wine grape industry. The Board works on behalf of all Oregon wineries and independent growers throughout the state's diverse winegrowing regions. The Oregon wine grape and wine industry contributes more than \$2.7 billion of economic activity to the state economy each year, including more than 13,000 wine-related jobs.

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