

Yakima Valley Tourism Awarded 2015 Tourism Champion of the Year by Washington State Wine Commission

YAKIMA- Washington State Wine awarded Yakima Valley Tourism the 2015 Tourism Champion of the Year at the Washington State Wine Awards in Seattle Monday January 26th.

"We are honored to be recognized as Tourism Champion of the Year," said John Cooper, President & CEO of Yakima Valley Tourism. "The team at Yakima Valley Tourism works hard to elevate wine tourism for the Yakima Valley and to champion our exceptional wine industry."

Started in 2002, the awards recognize industry leaders that exhibit strong support of Washington wines and high professional standards in wine service and promotion. According to Washington State Wine, the Washington State Restaurant, Retailer and Tourism Champion of the Year are the most prestigious awards, recognizing industry leaders who show the strongest support for Washington State wine. More than 130 nominations were received for the 2015 awards.

"The winners of the Washington State Wine Awards perform a vital role in shaping Washington State as both a favored destination and a favored home for those who enjoy premium wines with superior quality," said Steve Warner, President of Washington State Wine.

The 15 businesses and individuals recognized as leaders by the Washington State Wine Awards will be featured in a full-page ad in eight key publications and media outlets: [Food & Wine](#), [Travel & Leisure](#), [Town & Country](#), [Seattle Met](#), [Elle Décor](#), [Real Simple](#), [Sip Northwest](#), [SeattleTimes.com](#) as well as the 2015 Washington State Wine Tour Guide.

Yakima Valley Tourism is the official destination marketing organization for Yakima and the Yakima Valley. A non-profit organization, the mission of Yakima Valley Tourism is to

stimulate economic development by marketing the Yakima Valley for conventions, groups and leisure travel.

Washington State Wine (also known as the Washington Wine Commission) represents every licensed winery and wine grape grower in Washington State. Guided by an appointed board, the commission provides a marketing platform to raise positive awareness of the Washington State wine industry and generate greater demand for its wines.

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