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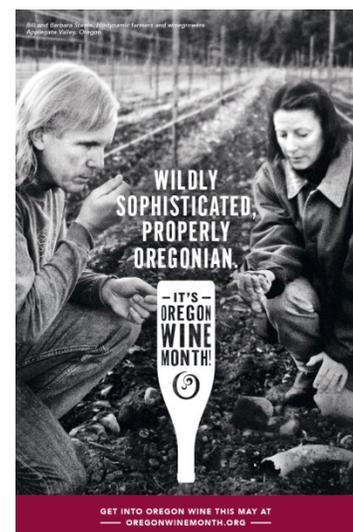


We Like it Here. You Might Too.

Travel Oregon's new advertising campaign "We Like It Here" offers a glimpse behind the scenes of life in Oregon. The laid back, tongue-in-cheek narrative dares visitors across the country to explore beyond the obvious and to discover the hidden gems that differentiate Oregon from any other state. From the peaks of the Willows to the shore of the People's Coast, Oregon keeps natives and visitors alike on their toes—that's why we like it here, and you might too. The campaign includes a fun [campaign website](#), seven [television spots](#) being featured on broadcast media and in cinema, outdoor advertising and a heavy play on Travel Oregon's popular social channels.

Cheers to Oregon Wine Month

May is [Oregon Wine Month](#)! Throughout May, visitors will have the opportunity to get into Oregon wine and meet the "Wildly Sophisticated, Properly Oregonian" winemakers who create Oregon's world class wine scene. With 70% of Oregon's nearly 700 wineries producing fewer than 5,000 cases, Oregon Wine Month is a unique opportunity to travel our gorgeous wine country and meet our farmers and artisan winemakers, while taking in some spectacular scenery. From the panoramic, lush views of the Willamette Valley, to the arid cliffs of the Columbia River Gorge, to the vineyard-draped foothills of the Umpqua and Rogue Forests in Southern Oregon, not only are Oregon's 18 winegrowing regions spectacularly diverse, our wineries are seen as national leaders in sustainable farming practices. In fact, 45% of Oregon's vineyards are certified sustainable, organic or biodynamic.



Around the state wineries will feature [special events](#), and [restaurants](#) will showcase Oregon wine through tasting flights, pairing menus, winemaker dinners and more. Follow along with the hashtag #OregonWineMonth.



Centennial Celebrations for America's First Scenic Highway

America's first scenic highway, the Historic Columbia River Highway, turns 100 in 2016. In celebration, special events are taking place throughout the the Columbia River Gorge National Scenic Area. More than 30 events are planned by Gorge communities, including the [10th Annual Gorge Ride](#) – a

scenic cycling ride that extends from the [Columbia Gorge Discovery Center & Museum](#) in The Dalles to Hood River's [Mark O. Hatfield West Trailhead](#), via the Historic Columbia River Highway and State Trail – on June 18, and Friends of the Historic Columbia River Highway Antique Car Tour on July 23 – when a parade of antique cars will travel from Troutdale to the Columbia Gorge Discovery Center & Museum, stopping in towns along the way. For a complete calendar of centennial events and exhibits, plus a press kit, visit [HistoricHighway.org](#). A free, collectable poster map of the Historic Columbia River Highway Season of Celebration is available to the public throughout the Gorge, including Vista House and Multnomah Falls Lodge and many other locations. It is also available for downloading at [HistoricHighway.org](#).