

# WILLAMETTE VALLEY

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## VINEYARDS

For Immediate Release

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### **Willamette Valley Vineyards Reinforces Commitment to Community Stewardship** *The winery donated wine and culinary experiences and tours throughout 2024.*

**SALEM HILLS, Ore. Dec. 3, 2024** – [Willamette Valley Vineyards](#) (NASDAQ: WVVI, WVVIP), a leading producer of Oregon Pinot Noir, remains dedicated to supporting local communities. Each year, the winery contributes to nonprofits, schools, environmental programs and other community causes, making a meaningful impact on thousands of lives across the state. In 2024 alone, Willamette Valley Vineyards donated goods and services worth more than \$300,000 to local initiatives.

“While the Oregon wine industry is resilient, many organizations and causes need a boost during challenging times,” said Jim Bernau, Founder and CEO of Willamette Valley Vineyards.

“Wine is a great way to encourage giving at special events. It’s the WD-40 of charitable giving,” he added, referring to wine’s ability to help people relax.

In 2024, Willamette Valley Vineyards responded to over 1,000 donation requests, ranging from auction packages and wine baskets to tasting experiences and tours. Beneficiaries included schools, sports booster clubs, environmental groups like the Deschutes River Alliance and healthcare organizations like the American Cancer Society.

“We are happy to give back to our community and the local organizations that help Oregon thrive,” said Libby Spencer, COO of Willamette Valley Vineyards. “This includes our vineyard stewards, educators, students and environmental advocates.”

Here are some key highlights of this year’s contributions:

- **Healthcare for Vineyard Stewards:** Through its annual [Run Willamette 5K](#), the winery raised vital funds for [¡Salud!](#), which provides healthcare for vineyard workers. Over 220 participants joined this year’s event, directly supporting the health and well-being of Oregon’s agricultural stewards.
- **Portland Backpack:** Portland Backpack’s mission is to serve children at risk of hunger by providing food sacks for weekend days when food scarcity is higher.
- **Animal Welfare:** [Domaine Willamette](#), the sparkling winery in Willamette’s family of brands, and the Willamette Valley Vineyards McMinnville Tasting Room donated a

portion of wine sales to the [Homeward Bound Pets Humane Society](#) in support of shelter renovations and animal care.

- **Environmental Conservation:** A pioneer in sustainable winemaking, Willamette partnered with [Revino](#) to reduce glass waste by filling more than 17,000 reusable wine bottles, cutting carbon emissions by 85% compared to single-use bottles.
- **Support for Educators:** To recognize the tireless work of teachers, the winery offered complimentary tastings and a 20% discount on wine purchases across its Oregon and Washington tasting rooms.
- **Ongoing Support for Students:** The winery has a longstanding partnership with [Oregon State University's Fermentation Science Program](#), which Jim Bernau helped launch in 1995. The program has graduated 215 students, many of whom are now industry leaders.
- **American Heart Association Campaign:** During Oregon's January ice storm, Willamette raised funds for the [American Heart Association](#) through case sales and hosted events, tying its Whole Cluster Pinot Noir to the campaign theme, "Give Your Whole Heart with Whole Cluster." Willamette is also the wine sponsor of the AHA Heart Ball in Portland.

Charitable organizations are encouraged to contact the winery for their request by filling out a [donations request form](#).

### **About Willamette Valley Vineyards**

Founded in 1983 by Jim Bernau with the vision of producing world-class Pinot Noir while preserving Oregon's natural beauty, Willamette Valley Vineyards is recognized as a leader in sustainable winemaking. With over 1,000 acres under vine and certification through LIVE and Salmon-Safe, the winery prioritizes environmental stewardship. Its family of vineyards includes the Estate in the Salem Hills, Domaine Willamette in the Dundee Hills, Tualatin Estate Vineyard and Elton Vineyard. The winery also operates 10 tasting rooms across Oregon, Washington and California – growth made possible by the stock ownership of many wine enthusiasts.

For more information, visit [www.wvv.com](http://www.wvv.com).