

WILLAMETTE VALLEY VINEYARDS

For Immediate Release

Contact: Dianira Piceno
Willamette Valley Vineyards
(503) 951-2145
dianira.piceno@wvv.com

Willamette Valley Vineyards Gives its Whole Support to American Heart Association's Life is Why Campaign

In honor of Heart Month, Willamette Valley Vineyards' 10 locations will raise funds for heart health through the 'Life is Why' campaign.

Salem Hills, Ore. Feb. 11, 2025 – [Willamette Valley Vineyards](#) is partnering with the [American Heart Association](#) (AHA) for American Heart Month.

Throughout February, Willamette Valley Vineyards is taking \$1, \$5 and \$10 donations to support the AHA Life Is Why™ campaign. Purchases of 2023 Whole Cluster Pinot Noir in Willamette tasting rooms and on its [website](#) will also help raise funds for the effort.

Wine enthusiasts visiting Willamette locations can support the AHA by purchasing Willamette Valley Vineyards Whole Cluster Pinot Noir. For each case sold through the winery's tasting rooms, ambassador sales and online orders, Willamette will donate \$10 to the American Heart Association. In addition, guests can make direct donations to the AHA and receive a special AHA sticker, allowing them to dedicate their contribution to a loved one.

"Heart health is a cause that's incredibly important to us, and we're fortunate to be working alongside the American Heart Association to help raise awareness during Heart Month," said Spence Fogarty, General Manager at Willamette Valley Vineyards. "By purchasing a bottle or case of Whole Cluster Pinot Noir from our website or tasting rooms, guests can enjoy a premium, Oregon-made wine while supporting a cause vital to millions of people worldwide."

Willamette Valley Vineyards is hosting celebratory events this month around [Valentine's Day](#) and [Oregon Truffle Festival](#), offering guests a chance to enjoy an evening out while supporting the AHA.

American Heart Month is a significant time for the AHA as it focuses on promoting heart health, educating the public and raising awareness to reduce deaths from cardiovascular diseases and stroke.

"American Heart Month is a crucial time to raise awareness about the life-saving potential of CPR. For adults and teens, Hands-Only CPR can double or even triple the chance of survival," said Meredith Collett, American Heart Association executive director for Oregon and southwest Washington.

"Through the Association's Life Is Why™ campaign, consumers can support our efforts to build a Nation of Lifesavers by donating at checkout, in-store and online, while celebrating their personal reasons for living longer, healthier lives. By spreading knowledge and training more people in CPR, we can save countless lives."

Participating Willamette Valley Vineyards locations include wineries and tasting rooms in Oregon, Washington and California. For more information on tasting room hours and locations, visit www.wvv.com/Visit. To make a donation online, visit www.wvv.com/events/valentines-day.

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.

About American Heart Association

The American Heart Association is a relentless force for a world of longer, healthier lives. Dedicated to ensuring equitable health in all communities, the organization has been a leading source of health information for more than one hundred years. Supported by more than 35 million volunteers globally, we fund groundbreaking research, advocate for the public's health, and provide critical resources to save and improve lives affected by cardiovascular disease and stroke. By driving breakthroughs and implementing proven solutions in science, policy, and care, we work tirelessly to advance health and transform lives every day. Connect with us on heart.org, [Facebook](#), [X](#) or by calling 1-800-AHA-USA1.