

Contact: Allison Keeney (971) 717-6195 Allison@TravelOregon.com

Cheers to 2017! It's winter in Oregon, and we understand that one's natural inclination might be to cozy up in front of a fireplace with a glass of "<u>best-in-the-world</u>" Willamette Valley pinot noir and a good book—which we'd highly recommend. But, it's also a great time to take advantage of the great outdoors, and we have aplenty! From skiing to hiking, from fat biking to storm watching on The People's Coast, we've got loads of adventures, no matter what Mother Nature sends your way. And don't forget about the mouthwatering food that makes Oregon a standout among culinary enthusiasts. Sure, you may have vowed to kick off 2017 with a cleanse...but now it's time to resolve to get your fill of <u>truffle mac n' cheese</u>. After all, you made it through 2016 and you've earned it. And, you deserve your fill of good story ideas, which is what we're here for.

Find the Weather You Want: The Oregon Weather Compass

Yes, it rains in Oregon. But what you might not know is that it's often sunny here, too — you just have to know where to go. The same applies to snow, because all that wet stuff turns into white stuff if you're up on Mt. Hood or Mt. Bachelor or any of our other dormant volcanoes with ski resorts perched on top. That's why Travel Oregon created the <u>Oregon Weather Compass</u>. It's the first-ever mobile site that helps point local and visiting explorers to the weather they're looking for—



be it sun, snow or even rain. Just load the mobile site onto your smartphone and follow one of three icons that tell you in real time where you can find the weather you're seeking, along with driving directions and fun things you can do once you're there. Oregon has all kinds of weather. Find the one you like best.



Project: Time Off / National Plan for Vacation Day

More than half of American employees leave vacation days unused. That's a stockpile of 658 million days that didn't get to live up to their purpose—days that couldn't be rolled over, paid out or used for any other benefit. They were just lost. Poor little vacation days. Make a New Year's resolution to use your hard-earned vacation time and let those days fulfill their destiny. January 31 is <u>National Plan for Vacation Day</u>, so use it to declare your vacation time for the rest of the year. Studies have found that taking more vacation increases overall production and performance, gives employees a more positive attitude toward work, increases happiness, improves mental and physical health, and makes for better relationships and social life (and sounds a lot better than that gym resolution, right?). Find trip ideas, itineraries and inspiration on <u>TravelOregon.com</u>. Don't fall victim to "work martyr syndrome" by leaving vacation days unused. It's time to <u>#TakeADay</u>!

Wine Region of the Year

<u>Wine Enthusiast</u> unveiled its No. 1 Wine Region in the **World** for 2016, and – while no surprise to us –Oregon's Willamette Valley claimed top honors. Celebrate this amazing accomplishment (and seriously up your wine tasting game) by checking out some of the new and unique ways to experience wine country. <u>Tour deVine by Heli</u>, operated by Precision Helicopters, whisks passengers away on four-hour wine tasting tours. Enjoy a bird's eye view of vineyards scattered along rolling hills before making a show-stopping entrance to sip some pinot. Or, if helicopters aren't your thing, try moseying your way through wine



country on horseback. <u>Equestrian Wine Tours</u> offers a unique (and comfortable, they promise!) way to see the Willamette Valley's breathtaking countryside as you make your way to several wine stops in the famous Red Hills of Dundee.

The Truffles are Coming!

Winter in Oregon means truffles, and there may be no better way to celebrate these delectable culinary treasures than at the <u>2017 Oregon Truffle Festival</u> (OTF). As the first truffle festival in the English-speaking world, OTF offers a culinary experience that simply cannot be found elsewhere. The international event brings together truffle fanciers, experts and enthusiasts from all over the world for 10 days of celebration, educational seminars, hands-on experiences and truffle hunts. Now in its 12th year, OTF will be held in <u>Newberg and</u> <u>McMinnville</u>, Jan. 20-22, and <u>Eugene</u>, Jan. 26-29, with the 3rd annual <u>Joriad</u>[™] Truffle Dog Championship taking place on Jan. 26. The excitement is especially strong this year, as it's the first time in state history that a crop of Oregon-grown



Perigord truffles is plentiful enough for a commercial sale. It will also be the first time OTF serves said truffles alongside wild Oregon truffles.