



Sorting Fact from Fiction: An Important Message from Wine Road Executive Director, Beth Costa, about the wildfire situation in Sonoma County Wine Country.

As I'm sure you are aware, our area has been hit hard by wildfires. Clearly it is too early to assess all the damage done to the wineries in our area, and at this point, that changes day by day. But what we do know from our discussions with winery owners is that our wineries need support now more than ever in order for them to help their employees and keep moving forward.

All year long every imaginable organization that hosts a fundraiser reaches out to our wineries for donations and support and the wineries always come through. Now the shoe is on the other foot and they need help. They need your support. Here's how you can help:

- * Visit their tasting rooms**
- * Buy their wine at your local stores and restaurants**
- * Go to their website and order online**
- * Keep your travel plans; do not cancel trips to the area**

October and November are the busiest months of year for tourism in our area and Wine Road wineries, as well as restaurants, hotels and local shops, all depend on the harvest season to bring visitors to their establishments. Currently, because of these devastating wildfires, instead of hosting paying guests, our local restaurants are donating their time and food to feed the first responders and people displaced by the fires. Wineries are coming to the aid of their community with water, food, and volunteering.

One of the best ways to support our county is to not cancel any already planned trips to the area, such as attending our Wine & Food Affair on November 4 & 5, which as of today is still scheduled. We will confirm the event is a go by Oct. 20th, if not sooner. If we do host the event, our wineries will be extremely grateful to all that come out to support them in this time of need. For anyone attending and looking for lodging, we will have a list online by Monday, 10/16 with our lodging members that still have rooms available for that weekend. You can find all of the event details [here](#).

Sonoma County's Wine Road is a "bucket list" trip for so many people. We're looking forward to throwing open our cellar doors to share our world-renowned wines and the beautiful vineyards - it's all still here, waiting for you. Please help us spread the word.

Sincerely,

Beth Costa, Executive Director
Wine Road, Northern Sonoma County
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Help now by donating to [Redwood Empire Food Bank](#) or [Sonoma County Community Foundation](#)