

For Immediate Release



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## Resilient North Coast Industry Will Gather at 8<sup>th</sup> Annual WIN Expo

*Expo Registration will provide opportunity to donate to Firefighters Fund*

Healdsburg, CA, November 7th, 2019 –The Wine Industry Network (WIN) announced that the 8<sup>th</sup> Annual North Coast Wine Industry Expo (WIN Expo), will once again be held at the Sonoma County Fairgrounds on Thursday, Dec. 5<sup>th</sup> and will be the perfect opportunity for the North Coast wine industry to come together, reconnect, and celebrate the resilience of this wine community before the holidays.

In an effort to show appreciation to the firefighters who have worked so tirelessly to defend homes in our community from the Kincade Fire, as well as others here in California, Wine Industry Network will earmark a portion of the WIN Expo proceeds to the California Firefighters Benevolent Fund, a fund that provides assistance and support to firefighters who are displaced or impacted by fire or natural disaster. It also helps firefighters who sustain burn injuries in the line of duty. WIN has also added a direct link on the WIN Expo registration page for those who might also wish to donate to this worthy cause.

“We wanted to find some way to express our appreciation to the firefighters who came from all over the western United States and fought so hard to save our homes and communities,” said George Christie, President of Wine Industry Network. “Donating and providing a conduit for others to do the same is just a small gesture of our thanks and can never truly express how grateful we are.”

“If there is any good that can come out of this, it would be the tremendous sense of care and community we’ve all experienced here in the North Coast,” said Christie. “The WIN Expo will be the first large-scale industry-wide event to take place here after this year’s fires, and we hope the industry will use it as an opportunity to come together, reconnect, and celebrate our resilience.”

Use the code **GatherInSonoma** to register for a FREE trade show floor pass.

For more information about this year’s WIN Expo and to register go to [www.wineindustryexpo.com](http://www.wineindustryexpo.com)

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### **About Wine Industry Network (WIN):**

Wine Industry Network (WIN) ([wineindustrynetwork.com](http://wineindustrynetwork.com)), is based in Healdsburg, CA and is THE business resource for the wine industry. WIN produces three annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) ([wineindustryexpo.com](http://wineindustryexpo.com)), U.S. Wine & Beverage Expo (USBevX) ([usbevx.com](http://usbevx.com)), and the Wine & Weed Symposium ([www.wine-weed.com](http://www.wine-weed.com)); the online daily news publication, Wine Industry Advisor ([wineindustryadvisor.com](http://wineindustryadvisor.com)); an online employment resource, WIN Jobs ([wineindustry.jobs](http://wineindustry.jobs)); and the largest and most accurate set of winery data points and contacts for the North American wine industry, Wine Industry Database (WIN Data) ([wineindustrydata.com](http://wineindustrydata.com)).