



News Release...

For more information, please contact:

Chris Hudnall
PR Director HOIWT
Snus Hill Winery
2183 320th St.
Madrid, IA 50156
515.360.0482
Chris@snushillwine.com

Jamie Busch-Upah
PR Assistant Director
John Ernest Vineyard & Winery
3291 N Ave., Tama, IA 52339
Phone: 641-484-8048
jamiibusch@yahoo.com

Rich Collins or Dennis Ver Mulm
IowaWines.org
3821 71st St., Suite F
Urbandale, IA 50322
(515) 270-6299
iowawines@fullspectrumcom.com

For immediate release:

Heart of Iowa Wine Trail and 2009 National Balloon Classic Produce “BMW” Weekend

July 10, 2009 – Des Moines, IA - The Heart of Iowa Wine Trail is pleased to announce its sponsorship of the National Balloon Classic’s **BMW** (Balloons, Music, Wine) **Weekend** on Friday and Saturday, August 7-8, 2009. As part of their activities at the Balloon Classic, Heart of Iowa Wine Trail wineries will host a wine festival both days. According to officials at The National Balloon Classic, the wine festival is an “event within an event” offering attendees at the Classic an additional opportunity for fun, relaxation, and additional savings. Normal admission price to the Balloon Classic is \$3 per adult and \$10 per carload. Advance tickets may be purchased for the BMW Weekend for \$15, which includes admission to both the wine festival and Balloon Classic. When purchased on site on the BMW Weekend, wine festival tickets will be \$15 in addition to regular Balloon Classic admission price. Advance BMW Weekend tickets are available from any Heart of Iowa Wine Trail winery or online at the Heart of Iowa Wine Trail website at www.heartofiwawinetrail.com.

Wine Festival hours are 4:30 to 9:30 pm on both days. In addition, the Heart of Iowa Wine Trail is also sponsoring musical performances on the Farmers Insurance Stage. On Friday, August 7,



Heart of Iowa Wine Trail

festival goers will enjoy the music of the Big Daddy Blues Band, and on Saturday, August 8, perennial favorite the Tony Valdez Band will entertain the crowd.

2009 marks the 40th anniversary of Indianola and Warren County hosting a hot air balloon festival. “Hot air ballooning has almost become an Iowa institution,” states Gary Edgington, Heart of Iowa Wine Trail president. “It’s certainly a pleasure for all of us to showcase Iowa’s increasingly popular wine industry in cooperation with an event that has become an Iowa tradition. We hope we have a lot of visitors at the wine festival and that we’ll see old friends as well as having the opportunity to introduce newcomers to what Iowa’s quality wines have to offer,” concludes Edgington.

The Heart of Iowa Wine Trail is an organization made up of fifteen central Iowa wineries located within convenient driving distance of Des Moines. The wine trail’s purpose is to promote the wine industry in central Iowa through events, marketing and promotions that build visibility for affiliated wineries and the quality wines they produce. The fifteen member wineries are:

Dale Valley Vineyard – Stuart, IA
Eagle City Winery – Iowa Falls, IA
Grape Escape Vineyard and Winery – Pleasantville, IA
Jasper Winery – Des Moines, IA
John Ernest Vineyard and Winery – Tama, IA
LaVida Loca Winery – Indianola, IA
Penoach Winery – Adel, IA
Prairie Moon Winery – Ames, IA
Rosey Acres Winery – Runnels, IA
Snus Hill Vineyard and Winery – Madrid, IA
Southern Hills Winery – Osceola, IA
Summerset Winery – Indianola, IA
Tassel Ridge Winery – Leighton, IA
Two Saints Winery – St. Charles, IA
White Oak Vineyards – Cambridge, IA

For more information, please visit <http://www.heartofiwawinetrail.com>.

#####