



FOR IMMEDIATE RELEASE:

Local Non Profit Receives over \$116,000 from Walla Walla Valley Wineries, Businesses

2023 Barrel Full of Money fundraiser most successful to date

WALLA WALLA, WA (Dec. 14, 2023) – The 13th Annual Barrel Full of Money fundraiser raised a record amount once again this holiday season, as over 50 Walla Walla Valley wineries, area businesses, private donors and nonprofit organizations teamed up to raise \$116,687.68 for Blue Mountain Action Council (BMAC).

Barrel Full of Money is a joint effort by BMAC, Walla Walla Valley Wine, and other local sponsors to raise funds to support BMAC's work of providing food, housing and jobs to neighbors in need. Banner Bank, Caprio Cellars, Cayuse Vineyards, Columbia REA, Gifford Hirlinger, Grocery Outlet, Hayden Homes, Sharron & Larry Clinton, The Motor Co., The Thief Fine Wine & Beer, TMACS, the Walla Walla Union-Bulletin, and Walla Walla Valley Wine Alliance member wineries came together this year to donate time, money, and resources to the cause.

"We are incredibly grateful for this long-standing partnership with Walla Walla Valley Wine and their shared commitment to serving our neighbors in need. This year our local wineries, businesses, and community members went above and beyond to invest in our services to provide food, housing, and jobs," said BMAC CEO Danielle Garbe Reser. "Thank you to everyone who participated for helping us make sure our neighbors have food on their tables and stable housing this holiday season."

Since its inception in 2011, the Barrel Full of Money campaign has raised more than \$586,000 for Blue Mountain Action Council.

"The Barrel Full of Money fundraiser is our opportunity to give back to a place that gives so much to us and it's incredible to see the wine community band together and continue to raise record amounts year over year." said Liz Knapke, Executive Director of Walla Walla Valley Wine, "We look forward to building this event as a cornerstone of Holiday Barrel Weekend in years to come and I can't think of a better way to kickoff such a special season than with friends and neighbors together, doing good."

The month-long fundraising campaign culminated with an auction and wine reception at The Motor Co. on December 1. Funds were also raised through special fundraising promotions and tasting fee donations at DAMA Wines, Gifford Hirlinger, L'Ecole N° 41, Lagana Cellars, Pepper Bridge Winery, Truthteller Winery, The Thief Fine Wine & Beer and The Hop Thief; donation opportunities at Grocery Outlet; cash donations from Bacon & Eggs donation barrels hosted by The Thief Fine Wine & Beer, Carte Coffee, T-Post Tavern, AK's Mercado; and cash donations from local residents and sponsor businesses.

Next year, Barrel Full of Money will celebrate its 14th year. The Auction & Wine Reception will be held the Friday evening of Holiday Barrel Weekend, December 6 at The Motor Co. in downtown Walla Walla.



BMAC:

Barrel Full of Money is made possible by these sponsors:

[Banner Bank](#), [Cayuse Vineyards](#), [Caprio Cellars](#), [Columbia REA](#), [Gifford Hirlinger](#), [Grocery Outlet](#), [Hayden Homes](#), Sharron & Larry Clinton, [The Thief Fine Wine & Beer](#), [The Motor Co.](#), [TMACS](#), Walla Walla Union-Bulletin.

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About the Blue Mountain Action Council

Blue Mountain Action Council is a community action partnership agency providing a wide array of services to help people meet their basic essential needs and build thriving communities in Walla Walla, Columbia, and Garfield Counties. More information about BMAC and its programs is available at www.bmacww.org or by calling 509-529-4980.

About Walla Walla Valley Wine

Walla Walla Valley Wine is a nonprofit wine industry membership organization whose primary mission is the marketing of the Walla Walla Valley's American Viticultural Area (AVA). The Wine Alliance functions as the leading informational resource for consumers, media and trade interested in learning more about the Valley's wine industry.

MEDIA CONTACT:

Liz Knapke
Executive Director, Walla Walla Valley Wine
liz@wallawallawine.com | (509) 526-3117 office