

Lyft and Winegrowers of Dry Creek Valley Partner to Bring the Bay Area to Wine Country

Bay Area Wine Lovers Headed to Northern Sonoma County Wineries Can Get Ride Discounts, Use Ready-made Itineraries for Planning and Buy Wine to Support Fire Relief



HEALDSBURG, Calif. (November 8, 2017) — The Winegrowers of Dry Creek Valley and Lyft, the fastest growing rideshare company in the U.S., are making it easier to get to wine country. Now through the end of December, new and existing customers can use the code LYFT2DCV to get \$10 off their first five rides to and around the Sonoma County wine region of Dry Creek Valley.

Beginning today, customers can request discounted Lyft rides from anywhere in the Bay Area and within Dry Creek Valley. Designed to bring day-trippers to area wineries, the partnership aims to boost business for wineries, hospitality industry workers and Lyft drivers who've seen sharp declines in customers following the October wildfires.

"It's challenging to get visitors here right now because so many hotel rooms are filled with displaced residents and personnel from companies involved in fire cleanup and recovery efforts in the eastern part of the county," says Ann Petersen, Winegrowers of Dry Creek Valley Executive Director. "Lyft stepped to the plate as a solution for attracting people for day trips to our wine region and offers the opportunity to support our economy and participate in fundraising efforts championed by many of the participating wineries."

The partnership is positive for Lyft as well to encourage ridership and opportunity for drivers in the area. "We're proud to join The Winegrowers of Dry Creek Valley in their effort to kickstart local commerce in the region following the fires," says David Kunst, Lyft Northern California Market Manager. "We are uniquely positioned to provide transportation support to the North Bay during this time and we are working to help in any way we can. Our driver community depends on tourism to Wine Country, and we believe this partnership is a great way to increase business for everyone in the region."

The two organizations are making it even easier for wine lovers to plan a trip by creating a series of itineraries that can be completed in a day, including travel to and from the Bay Area. Visit www.drycreekvalley.org/itineraries for ideas.

Winery visitors who purchase bottles may see their dollars do double duty, as a number of Dry Creek Valley wineries are participating in the CAWineStrong fundraising campaign to support local organizations such as the Community Foundation of Sonoma County. Visit www.cawinestrong.org for more information.

About Winegrowers of Dry Creek Valley:

Dry Creek Valley is a premium winegrowing region in northern Sonoma County, California, anchored by the charming town of Healdsburg. Winegrowers of Dry Creek Valley® (WDCV) is a 501c6 non-profit trade association of over 60 wineries and 150 winegrape growers. Formed in 1989, the association represents a multi-generational family community of vintners and growers committed to growing high-quality fruit, producing world-class wines, and welcoming visitors to experience Wine Paired with Life®. Being good stewards of the land means that we are preserving the quality of our wines and the unparalleled beauty of Dry Creek Valley for future generations to discover. For more information, visit <http://www.drycreekvalley.org>.

About Lyft :

Lyft was founded in June 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation. Lyft is the fastest growing rideshare company in the U.S. and is available to 95 percent of the U.S. population. Lyft is preferred by drivers and passengers for its safe and friendly experience, and its commitment to effecting positive change for the future of our cities.

<https://www.wineindustryadvisor.com/2017/11/08/lyft-dry-creek-valley-partner>