

**DATE: March 22, 2022**  
**SUBJECT: 2022 MICHIGAN  
WINE MONTH 'YOU NAME  
IT' CAMPAIGN**

**Scan this QR Code for  
more information and  
official rules and POS  
materials:**



For Immediate Release:

The Michigan Wine Collaborative has a fun, engaging and collaborative way to help promote Michigan Wine Month and the Michigan wine industry!

The “[You Name It](#)” campaign is a contest that is asking Michigan wine lovers to submit a slogan via Facebook or Instagram between March 22 and April 22 to be used in May for Michigan Wine Month. Simply follow the rules listed on the MWC website and social media to submit your slogan.

The top three slogans, as juried by the Michigan Wine Collaborative’s marketing and communications committee, will win exclusive experiences from [Round Barn](#), [Chateau Chantal](#) or [Detroit Vineyards](#). First place will earn “The Cabana Experience” — with wine and charcuterie for 12 — from Round Barn Winery in Baroda. Second and third places will win exclusive VIP tasting experiences for six from either Chateau Chantal or Detroit Vineyards.

The [Michigan Wine Collaborative](#) is the voice of the Michigan wine industry. Our mission is to enhance the sustainability and profitability of the Michigan wine industry by supporting wineries, growers and other businesses and individuals connected to the industry – today and for future generations.

For more information, contact us by reaching out to [info@michiganwinecollaborative.com](mailto:info@michiganwinecollaborative.com) or send us a message on social media.



Brian Lillie  
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Marketing and Communications Chair