

DATE: May 1, 2022 SUBJECT: 2022 MICHIGAN WINE MONTH OFFICIAL PROCLAMATION

For Immediate Release:

The Michigan Wine Collaborative (MWC) is excited to announce the start to Michigan Wine Month with the official proclamation from Governor Whitmer's office in Lansing.

Michigan Wine Month is a time where we can celebrate our incredible industry a little extra as well as marking May as the official start to tasting room season. We will be educating in-state consumers on Michigan wine events and encouraging them to venture out to experience Michigan wine country. For Michigan wine consumers outside of the state, we will be encouraging exploring online Michigan wine marketplaces and of course asking them to consider choosing Michigan as a vacation destination that offers vineyards, beaches, metropolises, nature, and more! This is a month we use to ramp up excitement for Michigan wine and prepare the industry for a successful summer.

The official Proclamation can be viewed on our website at the following link: <u>2022 Michigan Wine Month Proclamation</u>

The <u>Michigan Wine Collaborative</u> 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 <u>info@michiganwinecollaborative.com</u> or send us a message on social media.

Gina Shav

President, Michigan Wine Collaborative