



Visit Loudoun partners with Lyft for Virginia Wine Month

For more information:

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Visit Loudoun is partnering with the ride sharing app Lyft for a special October promotion that connects visitors to Loudoun's vineyards for Virginia Wine Month.

To help visitors safely experience wine country, Lyft will provide discounted rides to and from wineries located in Loudoun's six clusters. Use the code VAWINEMONTH20 between 10/9-10/31 to get 20% off two Lyft rides. New Lyft riders can get \$5 off three rides with code WINEMONTH15. Participating wineries include: Cana Vineyards and Winery of Middleburg, Bluemont Vineyard, 868 Estate Vineyards, Sunset Hills Vineyard, Tarara Winery, Willowcroft Farm Vineyards.

"We're thrilled to partner with Visit Loudoun during Virginia Wine Month," said Steve Taylor, General Manager, Lyft Washington, DC. "So many residents and visitors explore Loudoun County year-round to take advantage of the beautiful landscape and vineyards and we're glad to be a part of this special time of year. Partnering with Loudoun County not only ensures that passengers can rely on Lyft's safe, reliable, and affordable rides on-demand, but it increases the opportunity for those in the area to earn income through driving with Lyft."

The partnership extends to Visit Loudoun's new DC's Wine Country Passport. Use the code LyftLoCo to get \$5 off the passport, which provides discounted tastings, 10% off purchases and other exclusive deals at more than 20 Loudoun wineries. Visitors can purchase a 3-day passport for \$25 or an annual one for \$55 - both valued at more than \$165.

With 40 wineries and tasting rooms, Loudoun County is a premier East Coast wine destination less than an hour from the nation's capital. Make the most of Virginia wine month. Here are five reasons to Lyft to Loudoun in October.

- 1. Loudoun Wine Awards**

Celebrate Loudoun wine during the Loudoun Wine Awards Grand Tasting and dinner on October 13. Taste award-winning Loudoun wine then enjoy an intimate gourmet dinner at Lansdowne Resort & Spa.

- 2. Award-winning Wines**

Loudoun's wines receive accolades from competitions both in Virginia and across the country. Visit The Barns at Hamilton Station Vineyards, which received the top award in the 2017 Virginia Governor's Cup for its Cabernet Sauvignon, or sample the vino at Cana Vineyards and Winery where winemaker Melanie Natoli recently won Woman Winemaker of the Year from the International Women's Wine Competition.

3. Winery Events

From yoga in the vineyards and harvest festivals to special pairings and a progressive history and wine tour, there are countless special events throughout the month that celebrate the season.

4. Wining and Dining

Not only are Loudoun's restaurants focusing on locally sourced products for their cuisine, but many also feature locally produced wines! Attend the Wine Kitchen's special farm dinner at George's Mill on October 14 or bring a bottle of Loudoun wine to one of the restaurants in Tuskie's Restaurant Group and they will waive the corkage fee.

5. Fall Color

Nestled between the Blue Ridge Mountains and the Potomac River, Loudoun's bucolic landscape is breathtaking in the Fall. Experience the leaves changing on the vines and on the trees while traveling the winding country roads.

For more information on all October events, the Lyft promotion and the wine passport, visit www.visitloudoun.org

About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun County, Va., known as DC's Wine Country®, located 25 miles from Washington, DC. This not-for-profit organization develops and implements programs that promote tourism and travel to Loudoun and its towns, to increase visitation and generate visitor spending. The organization showcases Virginia's culinary and heritage assets, including award-winning wineries, horse country, scenic byways, and towns and villages steeped in history.

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 US 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. New drivers can sign up [here](#) and be eligible to receive up to \$400 in bonus pay thanks to the Visit Loudoun partnership. Photos and b-roll can be downloaded from the Lyft [press kit](#).