

FOR IMMEDIATE RELEASE

Illinois Valley Wine Trail Officially Launches

Southern Oregon's Hidden Wine Valley Welcomes Visitors, Partners, and Community Support

ILLINOIS VALLEY, Ore. — A new tourism initiative is inviting visitors to discover one of Southern Oregon's most scenic and welcoming wine destinations.

The Illinois Valley Wine Trail officially launched in 2026 to connect visitors with the wineries, landscapes, events, and experiences that make the Illinois Valley unique.

The trail currently features four winery destinations:

- Deer Creek Vineyards
- Bridgeview Winery
- Augustino Estate & Vineyard
- Foris Vineyards

Together, these wineries offer visitors an opportunity to experience the diversity, hospitality, and beauty of wine country in Southern Oregon.

The Illinois Valley Wine Trail was created to encourage exploration of the region while supporting local wineries, tourism, and small businesses. In addition to wine tasting, visitors can discover outdoor recreation opportunities, local art, community events, and the natural beauty that has long made the Illinois Valley one of Southern Oregon's hidden gems.

Founder's Edition Passport Launches July 1

A key component of the trail is the upcoming launch of the Founder's Edition Illinois Valley Wine Trail Passport. Passport pre-sales begin June 21, 2026, with passports available for pickup at participating winery locations beginning July 1.

Passport holders will be encouraged to explore participating wineries throughout the year while enjoying special promotions, experiences, and seasonal events.

Blackberry Nights Tickets Now Available

The trail's first official signature event, Blackberry Nights, will take place on August 8, 2026.

The event will feature wine tastings from participating wineries, blackberry-inspired food pairings, local artists, live music, and a celebration of the Illinois Valley's rich agricultural and creative heritage.

A limited number of VIP Founder's Packages are available and include admission to Blackberry Nights along with a 2026 Founder's Edition Illinois Valley Wine Trail Passport.

Sponsorship Opportunities Available

The Illinois Valley Wine Trail is currently seeking businesses, organizations, and community partners interested in supporting the growth of wine tourism in the Illinois Valley.

Sponsorship opportunities are available at multiple levels and help support trail marketing, visitor experiences, seasonal events, and promotional efforts designed to bring new visitors to the region.

Businesses may also participate through in-kind donations, event support, and collaborative partnerships.

"Our vision is bigger than wine," said Mercy Bordeaux, founder of the Illinois Valley Wine Trail. "This trail is about creating memorable experiences, supporting local businesses, and giving visitors another reason to spend time exploring everything the Illinois Valley has to offer. We invite the community to help us build something lasting together."

Visitors can learn more, join the mailing list, purchase event tickets, purchase passports, and explore sponsorship opportunities at:

www.illinoisvalleywinetrail.com

About the Illinois Valley Wine Trail

The Illinois Valley Wine Trail connects visitors with wineries, events, and experiences throughout Southern Oregon's Hidden Wine Valley. Featuring Deer Creek Vineyards, Bridgeview Winery, Augustino Estate & Vineyard, and Foris Vineyards, the trail celebrates local wine, scenic landscapes, and memorable visitor experiences through seasonal events, educational content, and a year-round passport program.

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