

YAKIMA VALLEY MEDIA KIT



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NAME

“Yakima” or “Yakama” was first a collective term for six regional bands who spoke the same Sahaptin language or dialect. Translations of Yakima include “a growing family,” “pregnant ones” and “beginning of life, big belly, bountiful.”

In one popular tradition Yakima means “runaway,” after the daughter of a Chief from Moxee broke tribal rules and ran away to settle on the Yakima River.

Some area tribes were referred to as “people of the narrow river” and “people of the gap.” The Yakama called themselves Mamachatpam.

Sources: Yakima Valley Museum, Yakama Nation

WESTWARD EXPANSION

Members of the Lewis and Clark Expedition entered the lower Yakima Valley in late 1805, awestruck by its clear waters, rolling foothills and rich volcanic soil. Fur trappers, traders and homesteaders soon followed. In January 1865 Yakima County was officially established and by 1880 approximately 3,000 settlers lived in the county.

AVERAGE MONTHLY TEMPERATURES (Fahrenheit)

JAN 40°/27°	FEB 49°/30°	MAR 58°/34°	APRIL 65°/39°	MAY 73°/47°	JUNE 80°/54°	JULY 89°/60°	AUG 88°/58°	SEP 79°/50°	OCT 65°/40°	NOV 49°/32°	DEC 38°/27°
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Source: Noaa.com



GEOGRAPHY

The Yakima Valley is located in south-central Washington state. It is 142 miles from Seattle, a 2-hour & 15-minute drive or 30-minute flight.

City of Yakima 27 sq. miles
Yakima County 4,295 sq. miles
Washington State 66,436 sq. miles

Source: U.S. Census Bureau



WINE COUNTRY

The Yakima Valley is home to six American Viticultural Areas (AVAs), more than 120 wineries and over one-third of the state's vineyards. It has a rich diversity of microclimates, rugged hillsides and wetlands. These factors contribute to the many wine grape varieties and wine styles achieved from Yakima Valley grapes. The most widely planted varieties are Merlot, Cabernet Sauvignon, Chardonnay, Syrah and Riesling.

But the region's impact and influence on the wine industry hasn't gone to its head. The Yakima Valley remains one of the friendliest, most affordable and laid-back destinations in the state. The Valley's approachability is outshined only by the diversity of its wine-inspired diversions. Choose a walking tour of tasting rooms in historic downtown Yakima, a leisurely scenic drive from vineyard to vineyard in and around Wapato and Zillah, a stroll through urban tasting rooms in Prosser or rest easy overnight in a romantic wine-country inn.

Every day is a good day to visit Yakima Valley wine country, but the excursion is even more enchanting during one of the region's wine celebrations. At Spring Barrel Tasting, which takes place the last full weekend in April, you'll have the opportunity to sample wine straight from the barrel and stake a claim to the finished product before it's even bottled. During Thanksgiving in Wine Country, the region's wineries invite enthusiasts to celebrate the season of plenty, which is especially fitting in this bountiful agricultural valley. At Red Wine & Chocolate over Presidents' Day weekend (and close to Valentine's Day), chocolate lovers and wine devotees come together to enjoy pairings of creamy confections and rich red wines.



HOPS & BREWS

There are a lot of other places you can visit that like to say they are big craft beer destinations. They all have great beers and cool breweries, but what those other destinations don't tell you is that they wouldn't be able to brew their beers without the Yakima Valley.

The right combination of soil, climate and water access have made this valley one of the most important hop growing regions in the world. Our growers proudly produce over 75% of the United States hop crop, which means they are single-handedly responsible for keeping the craft beer industry thriving.

This is one of the few places in the world where you can sip an IPA that was brewed with the hops growing right outside the brewery's door. It's where you can plop down on a bar stool and drink a beer with some of the biggest brewers from around the world, in town to hand-select the hops they'll use for next year's brews. That's why the World Food Travel Association named the Yakima Valley the "Best Beer Experience" in 2017.

So when you come to the Yakima Valley you really do come to the source of the craft beer industry.





FARM FRESH FUN

Eating local is a snap when you're surrounded by farms and orchards. More than 40 commercial crops are grown in the Yakima Valley, which enjoys sunshine 300 days a year. Farm-fresh produce is within reach almost year-round, from asparagus in April to apples and potatoes in November. Some summer months are particularly fruitful, with July bringing ripe apricots, nectarines, blueberries, green beans, corn and squash.

Nowhere else in the state can you feast on food so close to where it was grown. Love cherries? Eat one in the Yakima Valley and if you toss the pit hard enough, you'll probably hit the farm it came from. You might say that around here the source of your next meal is just a stone-fruit's throw away. Plus a trip to a family-owned local farm or a restaurant highlighting local foods beats a visit to the grocery store any day.

Visit a You-Pick farm or seasonal open-air bazaar for a unique opportunity to meet the friendly farmers who grow your food. They'll not only greet you warmly and supply you with samples of their mouth-watering produce, they'll also happily share cooking tips and introduce you to new varieties of fruits and vegetables you may never have tasted.





OUTDOOR ADVENTURE



WIDE-OPEN WILDERNESS

If you're looking to hike, this is the place to do it. The Pacific Crest Trail is accessible at the summit of Chinook Pass, Cowiche Canyon is just outside Yakima and there are plenty more trail networks for hikers of all abilities. You could also fish, hunt and off-road, all while exploring the high lakes, cool streams and mountain meadows throughout this recreation wonderland. Rimrock Lake and Bumping Lake are also spectacular places for fishing, swimming, paddling, boating and wildlife viewing.



SKIING

White Pass Ski Area has incredible Alpine and Nordic facilities in the winter, plus a number of summer activities like hiking and mountain biking. Those interested in skiing and snowboarding will enjoy the five ski lifts - including the Great White High Speed Quad, plus a 1,500-foot vertical drop and 350 inches of annual snowfall.



GOLFING

Yakima has a golfing experience for all levels. Apple Tree boasts the famous 17th hole, a par-3 apple-shaped island representing one of the Valley's best products. Public golfing is also available at the River Ridge Course in Selah, Sun Tides Golf Course, Mt. Adams Golf Course and two community golf courses.



YAKIMA GREENWAY

Walk, jog, bike ride, roller blade or any other form of exercise that may interest you on the Yakima Greenway. This 20-mile paved path follows the Yakima River and features a string of lakes, parks, playgrounds, an off-leash dog area and shady nooks for wildlife viewing.

OUTDOOR ADVENTURE



FLY FISHING

Fly fishing is one of the fastest growing activities on the Yakima River, the state's only blue-ribbon trout stream. Known as the place to "Chase Rainbows," the Yakima River is a classic western trout stream in every sense. The riffles and pools provide great places for prize rainbows to hide and feed. Anglers must release all trout on this river and are restricted to artificial flies or lures with a barbless hook.



YAKIMA RIVER CANYON

The pleasures and beauty of the Yakima Canyon Road, SR 821, are breathtaking. This canyon has been designated as a state scenic route and offers excellent wildlife viewing, hiking, fishing, camping, stand up paddleboarding and family-style river rafting.



WHITE WATER RAFTING

If tranquil, leisurely water trips are not for you, do not despair. The Yakima Valley is home to one of the state's top white water rafting trips during the fall. Referred to as the "Flip Flop," the annual September event turns the Tieton River into a rafter's dream, flipping one of the Valley's most precious resources into Class 3 rapids.



BICYCLING

From spectacular views to challenging climbs, the Yakima Valley has much to offer bicycling enthusiasts. Elite cyclists will enjoy the grades west of Yakima from Naches Heights to Lake Wenas. For a less strenuous but equally breathtaking trip, explore the beauty of the Yakima River Canyon. Or venture south through the Gap to the lower Valley and bike through wine country.



YAKIMA AREA ARBORETUM

Established in 1967, the Yakima Area Arboretum is a 46-acre urban green space cultivated as display gardens, tree collections and natural areas. This unique "tree museum" has one of the region's few Japanese Gardens and is home to over 2,000 specimens of native and exotic plants from around the world. Free to access for nature walks, it's also a venue for gardening classes, field trips, workshops and weddings.



PERFORMING ARTS



THE CAPITOL THEATRE

Located in downtown Yakima, the Capitol Theatre serves as the Valley's primary performing arts facility. Built in 1920, the completely refurbished historic Vaudeville theatre is a true testament to the community's dedication to its past and the arts. The stage is home to the productions of numerous local organizations such as the Yakima Symphony Orchestra, Town Hall Series and Community Concerts, as well as national tours and spectacular touring Broadway productions.



THE YAKIMA SYMPHONY ORCHESTRA

Yakima's Symphony Orchestra has provided outstanding concerts and musical series since 1971. Each performance includes incredible guest artists accompanying the orchestra.



THE SEASONS PERFORMANCE HALL

The Seasons Performance Hall is a former church built with 17th Century Italian architectural designs. Its majestic stained-glass windows and high-arching ceiling provide the perfect ambiance for music and unparalleled natural acoustics.

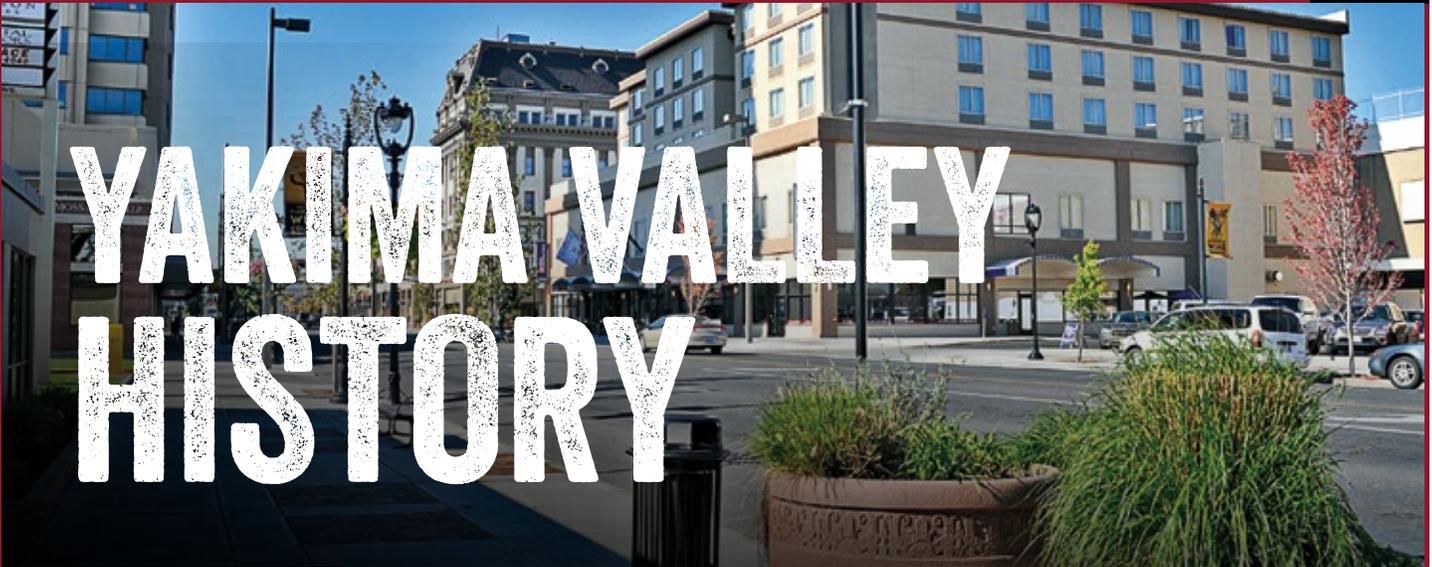


Photo: archives.yvl.org



THE CITY THAT MOVED

For thousands of years the vast area lying at the foot of towering Mt. Rainier and its neighbors in the Cascade Range served as hunting, fishing, agricultural and communal land for the Yakama Tribes. Following the Lewis and Clark Expedition in 1803-1806, homesteaders, fur trappers, traders and other pioneers soon began moving to the territory. With thousands of Euro-Americans settling in the area, Yakima County was officially incorporated in 1865.

As industrialized agriculture became firmly established in the late 19th Century, the railroads naturally followed. In 1884, Northern Pacific extended its iron horse service to the Valley, but not everyone was pleased. Some of the townspeople in the growing community of Yakima City refused to make certain concessions asked by the railroad, so Northern Pacific routed its track four miles north of the original Yakima City and named its terminal point North Yakima. The railroad then offered to move any Yakima City buildings to its newly-established community. This began an unusual piece of Yakima's history: the actual movement of more than 60 buildings from "Old Yakima" to "North Yakima" to surround the railroad terminal. The courthouse, general store, banks, blacksmith shops, saloons and some homes were moved on log rollers over the four-mile trail. It was reported that business never ceased as the buildings were strung out along the route.

On January 27, 1886, North Yakima was incorporated and named the county seat. In 1918, the prefix "north" was dropped from the name. At the same time, the original Yakima City, four miles to the south and commonly referred to as "Old Town" by some and "Union Gap" by others, officially adopted the latter as its name.

UNION GAP

Neighboring Yakima to the south is Union Gap, named for the gap between the hills created by the Yakima River. The Native Americans called it Pahoticute – "the place where two mountain heads come together." White settlers called it "Two Buttes." A federal government survey party named it "Union Gap" after the Civil War.

YAKIMA VALLEY HISTORY



Photo: Danielle Luna

TRIBAL HERITAGE & LEGACY

The ancient land of the Yakama Nation stretches westward from the Yakima River into a wide fertile valley surrounded by sagebrush and wild flower-covered foothills, progressing to the pine trees and towering volcanic peak of Mt. Adams. According to local Indigenous teachings, the land was “given in trust by the Creator for the use of the living and a heritage to be held and protected for unborn generations.”

The Yakama Nation Treaty was signed on June 9, 1855 in Walla Walla, Washington. The treaty included hunting, fishing and gathering rights for tribal members on the Yakama Reservation and surrounding ancestral lands. Today tribal enterprises include fisheries, a forest mill, casino and events center, sports complex, industrial park and wireless internet service, as well as orchards, cold storage and a fruit and produce stand. With 1.3 million acres and 10,000 enrolled members, the tribe is recognized as one of the largest and most progressive in the Pacific Northwest.

Source: Yakama Nation

YAKAMA NATION CULTURAL CENTER

The Yakama Nation Cultural Center preserves and presents the history of the Confederated Tribes and Bands of the Yakama Nation. It is comprised of the Yakama Nation Museum, Cultural Center Gift Shop, Heritage Inn Restaurant, Heritage Theater and Yakama Nation Library. Designed to tell the story of the Plateau people and their lands, the Yakama Nation Museum is recognized as one of the finest Native American museums in the United States.

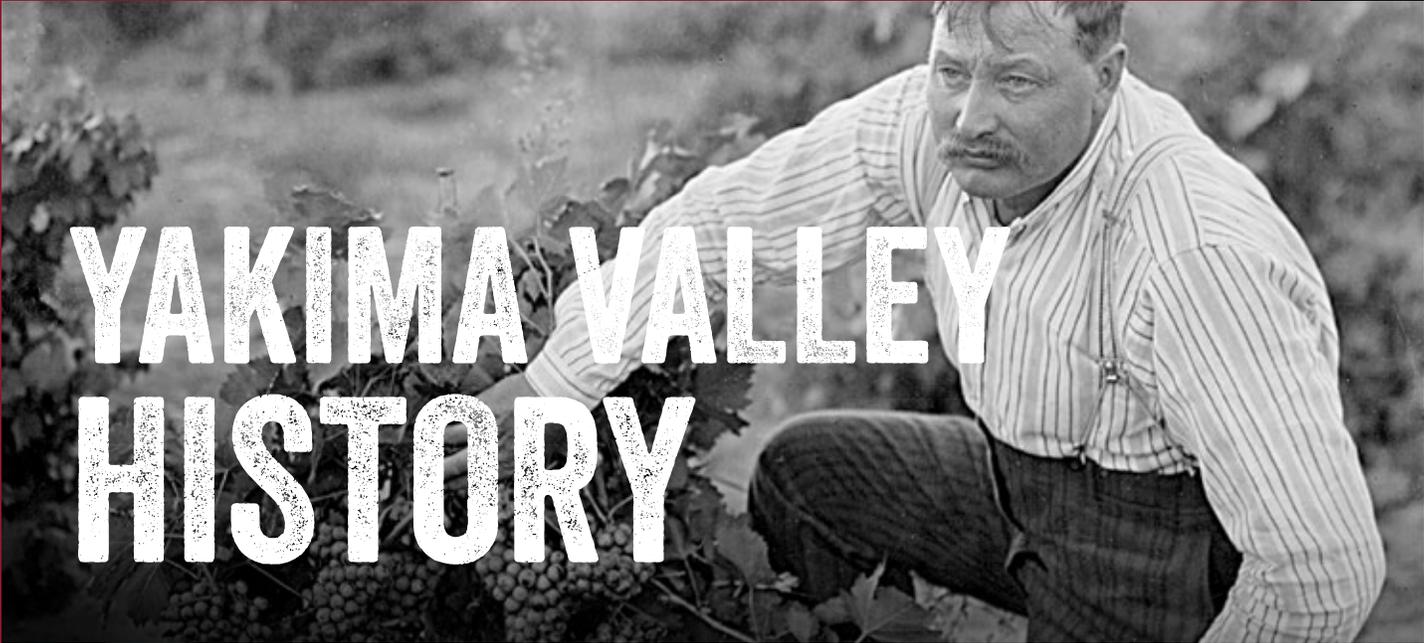
CENTRAL WASHINGTON AGRICULTURAL MUSEUM

The “Ag Museum” fills 15 acres in Union Gap with displays of large farm equipment. From Cletrac crawler tractors to wind machines, the informative exhibits help tell how machinery was instrumental in developing the Valley’s fertile lands into one of the most productive agricultural regions in the nation.

AMERICAN HOP MUSEUM

The only gallery of its kind in the country, this museum features the rich history of the hop industry since the 1500’s. Today the Yakima Valley produces approximately 75% of the United States hops crop. The story is told through fascinating murals, displays, photos, implements and a colonial brewery exhibit.





YAKIMA VALLEY HISTORY



FORT SIMCOE HISTORICAL STATE PARK

Established in 1856 during the Yakima War, Fort Simcoe State Park is now a 200-acre heritage site on the Yakama Nation Reservation. The park boasts authentic buildings, an interpretive center and a museum exploring mid-19th Century Indigenous culture and army life, as well as a playground, picnic shelter and trails to an original lookout. Prior to 1850, the site was a camping and trading center for the region's various tribes. The U.S. Army's goal with the fort was to keep peace between the Native peoples and Euro-American settlers. As one of the few pre-Civil War forts left in the West, Fort Simcoe was added to the National Register of Historic Places in 1974.

YAKIMA VALLEY RAIL & STEAM MUSEUM

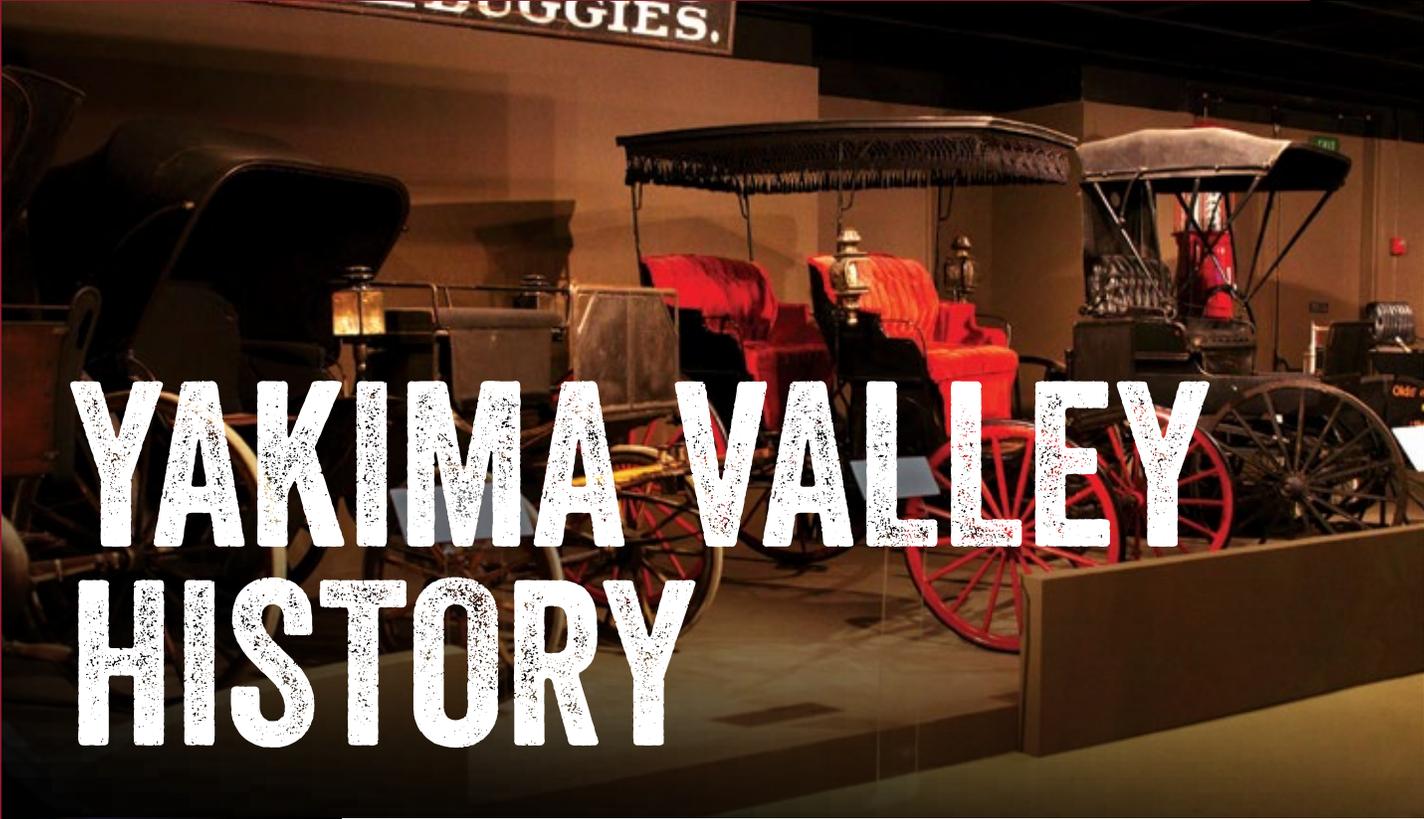
This unique museum in Toppenish has a restored telegraph office and numerous displays about railroads in the Yakima Valley and Pacific Northwest. Outside the depot you'll find pieces of Northern Pacific railroad rolling stock, from cabooses and boxcars to a steam locomotive from 1902.

YAKIMA VALLEY TROLLEYS

Vintage wooden railroad trolley cars take riders over the same tracks they rode in 1907. The Yakima Valley Transportation Company is listed on the National Register of Historic Places as the last authentic, all-original, turn-of-the-century interurban electric railroad in the United States. The shorter run heads up Pine Street and the longer run goes to Selah.

YAKIMA ELECTRIC RAILWAY MUSEUM

The Yakima Electric Railway Museum is housed in Yakima Valley Trolleys' car barn, built in 1910. It features a belt-driven machine shop, blacksmith shop, 15-ton crane and the entire collection of Yakima's trolleys and electric locomotives.



YAKIMA VALLEY HISTORY



YAKIMA VALLEY MUSEUM

This museum offers historical and interactive exhibits of the Yakima Valley's natural history, Indigenous culture, pioneer life, early city life and the roots and development of the Valley's fruit industry. It is also home to an exhibit of the Washington D.C. office of former Yakima resident and environmentalist U.S. Supreme Court Justice William O. Douglas. After exploring the museum, order up an old fashioned malt or ice cream treat at the still-operating 1930's Art Deco Soda Fountain.



“CITY OF MURALS” - WHERE THE WEST STILL LIVES

With more than 75 murals and portraits, Toppenish has been the “City of Murals” since 1989. The murals illustrate scenes from the Old West, rodeos, hunting, farming, railroading, aviation and various historical people and events. Every mural shows a historically-accurate depiction of the area's past between the 1840s and 1940s. Enjoy the annual Mural In A Day, held the first Saturday of June, where you can watch artists bring their paintbrushes to life and complete a mural in one day.



STATE FAIR PARK

State Fair Park is home to the Central Washington State Fair and beautiful Yakima Valley SunDome. Built on 135 acres, State Fair Park houses the Modern Living Building, Ag Building, Pioneer Hall and State Fair Room – some dating back to its founding in 1894. The Yakima Valley SunDome is a premier event venue for concerts, rodeos, sporting events, trade shows and conventions. It is also home to the annual Central Washington State Fair, which takes place the last week of September.



FILM & VIDEO

YAKIMA'S FILM & VIDEO OPPORTUNITIES

The Yakima Valley's 4,000 square miles of wide-open space provide endless possibilities for filmmakers, producers and directors who are looking for historic, rural and desert scenes.

Charming communities up and down the Valley offer a look back at pioneer life, from river-side parks and cabins in the woods to orchards and vineyards with period barns and turn-of-the-century homes. Yakima's downtown could easily fit into settings of early city life, with old historic buildings, gritty bars, trolleys and train depots.

Boasting four seasons and over 300 days of annual sunshine, the Yakima Valley is an agricultural and multi-recreational destination. The geography consists of various types of terrain, including dense forests, stark arid landscapes, lakes and rivers, vineyards and orchards, hop and produce fields, rolling foothills and Cascade volcanoes like Mt. Rainier and Mt. Adams.

Yakima Valley's small rural towns and rugged mountain vistas are well-suited for commercials, outdoor adventures, Old West-themed shoots, international productions and more.

WASHINGTON FILMWORKS

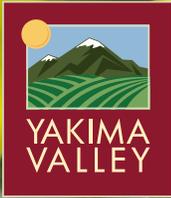
Washington Filmworks is a non-profit organization based in Seattle that manages the Washington State Film Office, Motion Picture Competitiveness program and a diverse set of resources for creative industries throughout the state.

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