



# Wines Down South

2009-2010

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FOR IMMEDIATE RELEASE    NOVEMBER 30, 2009

## WINES DOWN SOUTH DEBUTS-A “NEW” TOURISM PROMOTION MAGAZINE New Publication Uses Southern Wineries As Hubs For Big Tourism Boost

CLARKESVILLE, GA. The new online tourism magazine, Wines Down South ([www.winesdown-south.com](http://www.winesdown-south.com)) was launched today and described by the CEO and publisher, Sheila Brewington as a “lovely production showcasing the best attractions and destinations from Washington, DC to Atlanta.” Ms. Brewington, a veteran tourism marketer and successful businesswoman made the announcement from the magazine’s headquarters in the resort town of Clarkesville in the North Georgia mountains. “Wines Down South (WDS) is designed to generate enormous interest with potential visitors to plan vacations and even weekend trips to enjoy all the glories in the vast Southeast region where our regional wineries are primarily located. While the wineries provide the common thread for location, we will showcase all the wonders that are in the region ranging from outdoor adventure and quality lodging to festivals, all kinds of dining and the arts. Wines Down South is inclusive and we emphasize diversity of attractions to appeal to a readership well beyond Southeastern wine country.”

Brewington said that what defines Wine Down South as different than other tourism publications is exceptional staff expertise. “We are all tourism savvy with talents including travel and lifestyles journalism, tourism marketing, art and design and Internet business success. We live in the service area, work here, travel here and know the people and places first-hand. That’s a genuine advantage.”

In addition to Sheila Brewington, the Wines Down South team includes Val Bush an award winning graphic designer with over 25 years of experience, Stephen W. Cannon, director of Web & Interactive Programming with vast business successes, and features editor Doc Lawrence, one of America’s best known travel, wine and cultural tourism journalists.

After months of planning and recruiting, said Brewington, “we put this magazine together with a real tourism dream team in place for the benefit of our readers and advertisers. We have much to offer that is interesting and productive, benefiting readers and advertisers alike.” The primary editorial focus of Wines Down South, Ms. Brewington added, will be Southern food from fine dining to soul and country cooking, lodging that emphasizes peace and natural settings plus the great resorts, outdoor enjoyment from fly fishing to hiking, cultural tourism, festivals and wineries and wines. “Wines Down South has no boundaries. If an attraction or destination is truly quality, we want it on board.”

Wine Down South, according to Brewington, fills a promotional void resulting from reduced tourism budgets at the state and local level. “Too many wonderful destinations are being overlooked because great organizations like chambers of commerce and convention and visitors bureaus lack the means

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to get their message to the outside world. We recognize this problem and we will broadcast all that is good to the region, the country and to international tourism interests.”

Wines Down South will be from the outset not only current but also interactive. “We can deliver newsletters on behalf our tourism partners regarding special events,” Ms. Brewington said, “and we have a database with a strong media presence that will be very inviting to readers everywhere. We are conscious of and receptive to the needs of individuals, families, businesses and foreign visitors. There is a pool of untapped tourism and we intend to attract them to all the wonders in this multistate region.”

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