



FOR IMMEDIATE RELEASE

## **HOLIDAY SIP & STROLL FUNDRAISER RAISES OVER \$2000**

### **Downtown Boise Association and CellarPass Support Women's & Children's Alliance**

**SAN FRANCISCO, CA, DECEMBER 10, 2019** – CellarPass, the leading wine industry booking and marketing platform, partnered with Yelp and the Downtown Boise Association to produce the inaugural 2019 Boise Holiday Sip & Stroll on December 5th, raising over \$2000 for the Women's & Children's Alliance of Boise, helping to foster a community where individuals thrive in safe, healthy relationships.

"It only takes a single person to affect change in our community and we are so very grateful to be the recipient of the generosity of so many," said Bea Black, Executive Director for the WCA. "The funds raised through this festive evening will help those who are in vulnerable and often dangerous situations and need the shelter, counseling and other critical life-saving services we can offer at the WCA—free of charge—because of the generosity of our community." "We are humbled and grateful and look forward to next year's event."

With the event sold out, each Downtown Boise Holiday Sip & Stroll attendee received a limited-edition souvenir glass to sip, swirl and enjoy local Idaho wines and craft beers around downtown Boise, paired with local specials at restaurants and shops, including Bella Brewing, Calle 75 Street Tacos, Cinder Wines, Coiled Wines, Flatbread Neapolitan Pizzeria, Jack's Urban Meeting Place (JUMP), Marla June's, Potter Wines, Meraki Greek Street Food, Molly's Healthy Pet Food Market, The North Face, Sawtooth Winery, Split Rail Winery, Ste. Chapelle, West Elm and White Dog Brewing.

The evening's climax was held at West Elm in Boise where tasting passholders gathered for a chance to win over \$2000 in prizes provided by local shops and CellarPass.

"This was a fun event that we loved being a part of here at White Dog Brewing," stated Sara Thomas, Manager, White Dog Brewing. "People were happy and smiling and to know that the money raised went to the WAC made it even better...when's the next one?!"

"The Sip & Shop was a fabulous addition to our December First Thursday event as it not only connected numerous downtown businesses and encouraged visitors to mix, mingle, and be merry, but also contributed to a very worthwhile local non-profit organization," said Kathy O'Neill, Community Engagement Director, Jack's Urban Meeting Place. "We loved it and were pleased with the outcome!"

"It felt really good to see so many people come together to support the Women's & Children's Alliance of Boise," said Jonathan Elliman, Co-Founder of CellarPass. "So many folks that we ran into about town that night said it was the most well-attended 'First Thursday' event they've ever seen. The response was so great, we are already in the early stages of producing the next Boise Sip & Shop event for June 4, 2020, so stay tuned."

The inaugural Boise Holiday Sip & Stroll was made possible with the dedicated support and contributions from CellarPass, Yelp Boise, Downtown Boise Association, Idaho State Tourism and Women's & Children's Alliance with additional support from RePop Gifts, Wallace Brewing and Walla Walla Clothing Co.

For more information, visit [cellarpass.com](http://cellarpass.com).

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**About CellarPass**

**More...**

### **CellarPass Boise Holiday Sip & Stroll**

Celebrating 10 years, CellarPass is the leading real-time guest management platform designed for tasting rooms that offers visitors an easy way to buy tickets and book reservations, online or through a mobile-friendly website. Headquartered in San Francisco, with local offices in Paso Robles, Seattle and Napa Valley, CellarPass offers enterprise-level guest management platform for the alcohol industry that allows the leading wineries, breweries and distilleries a tool that enhances the visitor experience while building long-lasting relationships. For more information about CellarPass, visit [www.cellarpass.com](http://www.cellarpass.com). Follow CellarPass on Facebook at [facebook.com/cellarpass](https://facebook.com/cellarpass), on Twitter at [twitter.com/cellarpass](https://twitter.com/cellarpass) and on Instagram at [instagram.com/cellarpass](https://instagram.com/cellarpass) to get fresh updates.

### **About Yelp**

Yelp Inc. (Yelp) connects people with local businesses by bringing 'word of mouth' online and providing a platform for businesses and consumers to engage and transact. The Company offers local business review sites. Yelp provides a platform for consumers to share their everyday local business experiences with other consumers by posting reviews, tips, photos and videos, and to engage directly with businesses, through reviews, its Request-A-Quote and Message the Business features, and by completing transactions on the Yelp Platform. Yelp also provides businesses of all sizes with a range of free and paid services that help them engage with consumers.

### **About Downtown Boise Association**

In a downtown, like nowhere else, economic growth is interconnected with arts, festivals, dining and shopping, and opportunities for recreation and entertainment. Our goal at the Downtown Boise Association is to keep Boise a healthy, happening, innovative and inspired city by keeping Boise's downtown the place people want to be to build business and celebrate community.

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