



FOR IMMEDIATE RELEASE

DOWNTOWN BOISE ASSOCIATION PARTNERS WITH CELLARPASS FOR INAUGURAL HOLIDAY SIP & STROLL IN DOWNTOWN BOISE FUNDRAISER

Get your holiday shopping done while sampling local Idaho wines and craft beers!

SAN FRANCISCO, CA, NOVEMBER 19, 2019 – CellarPass, the leading wine industry booking and marketing platform, has partnered with Yelp and the Downtown Boise Association to produce the inaugural 2019 Boise Holiday Sip & Stroll on December 5th, from 5 to 9pm. Grab your friends, drop off the kids, or make it the perfect date night in Downtown Boise for this sip-n-shop event where you can enjoy Idaho wines while holiday shopping. In this season of caring and sharing, all proceeds from the event will be donated to the Women's & Children's Alliance of Boise, helping to foster a community where individuals thrive in safe, healthy relationships.

The first 225 guests will receive 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...it's all included in the special event and fundraiser. Holiday Sip & Shop wristband holders will also receive exclusive special offers, discounts and more at participating downtown shops and restaurants.

Yelp Boise will be giving away cool prizes when you download the Yelp app and check into the Yelp event page while you are picking up your Holiday Sip & Stroll's souvenir tasting glass and winetasting bracelet.

Sip-n-Stroll tasting passes are \$20 per person until December 4, \$25 per person thereafter. 100% of ticket sales will support the Women's & Children's Alliance of Boise. To purchase passes, please visit cellarpass.com/boise. For those who cannot attend the inaugural Boise Holiday Sip & Stroll, but would like to support the Women's & Children's Alliance of Boise, direct donations can be made at cellarpass.com/boise.

CellarPass thanks the following downtown restaurants, local shop owners, wineries and breweries for supporting the event and a great cause, including Bella Brewing, Calle 75 Street Tacos, Cinder Wines, Coiled Wines, Flatbread Neapolitan Pizzeria, Jack's Urban Meeting Place (JUMP), Lemon Tree Co., 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 inaugural Boise Holiday Sip & Stroll is made possible with the dedicated support and contributions from from CellarPass, Yelp, Boise Downtown Boise Association, Women's & Children's Alliance with additional support from RePop Gifts, Smoke & Thyme, Wallace Brewing and Walla Walla Clothing Co.

For more information, visit cellarpass.com/boise.

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About CellarPass

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. Follow CellarPass on Facebook at facebook.com/cellarpass, on Twitter at twitter.com/cellarpass and on Instagram at instagram.com/cellarpass to get fresh updates.

More...

CellarPass Boise Holiday Sip & Stroll

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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