

***The First "Rioja Alavesa Wine Route" Journalism Prize, worth 36,000 Euro, distinguishes the best papers in 2010 into six categories.***

## **THE RIOJA ALAVESA WINE ROUTE ACKNOWLEDGES THE BEST JOURNALISTS**

*The presentation of the awards will take place at the ACEVIN stand (FITUR, 7C03) on Wednesday January 20th, at 14:00*

**The Rioja Alavesa Wine Route, with the technical support from Grupo RV Edipress, the Routes public relations agency, has presented the First "Rioja Alavesa Wine Route Journalism Award", worth a total of 36,000 Euro. A very ambitious project which aims at consolidating and acknowledging professional journalists and the media that best reflect the attractiveness and potential of this tourist destination in 2010.**

The Award recognizes the efforts and support of the media and professional journalists for the Route, and distinguishes, for the first time, the best projects **prepared between January 1 and August 30, 2010**, both inclusive, in six categories, acknowledging the best reports **on paper, on the radio, on-line, television, graphic reports and the best overall news coverage**. Each category, in turn, will be rewarded with a first prize of 3,000 Euro, a second prize of 2,000 Euro and a third prize of 1,000 Euro, and three commemorative plaques in each of the categories.

The award-giving ceremony will take place at a gala to be held during the fourth quarter of 2010, which will be attended by the jury, comprising the chairman and the manager of the Rioja Alavesa Wine Route, Mr. Juan Manuel Lavin and Ms. Amaia López de Heredia, respectively, the chief executive of Grupo RV Edipress, Mr. Fernando Valmaseda, and a group of journalists, photographers, writers and heads of institutions and sponsors who will judge each one of the papers presented.

This first edition of the awards will be the centrepiece of the presentation of the Rioja Alavesa Wine Route at FITUR 2010 (Juan Carlos I Fairgrounds, Madrid, from 20 to 24 January), and which will be present at the stand sponsored by the Basque Country ( Hall 9, Stand 9C06), and at the stand sponsored by the Spanish Association of Wine Cities, ACEVIN, of which it is a member (Hall 7, Stand 7C05), and where the presentation will take place on Wednesday, January 20 at 14.00.

The Wine Route represents 15 municipalities (Baños de Ebro, Kripán, Elciego, Elvillar, Labastida, Laguardia, Lanciego, Lapuebla de Labarca, Leza, Moreda de Álava, Navaridas, Oyón, Samaniego, Villabuena de Alava and Yécora), 4 Administrative Districts (Barriobusto, Labraza, Párganos and Salinillas de Buradón) and a number of companies belonging to the tourism and wine sectors, totalling over 100 members traditionally associated with the culture of wine, which retain the charm of the medieval villages built among vineyards and that treasure a vast natural, archaeological and artistic heritage.

**Information: 902 11 40 50.**  
**[www.rutadelvinoderiojaalavesa.com](http://www.rutadelvinoderiojaalavesa.com)**