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Creativity of Crowds Fuels Napa Valley Vine Trail Logo Competition

The Napa Valley Vine Trail Coalition is using an innovative new web-based business called crowdSPRING to conduct a competition intended to generate its defining logo. Initially the logo will be applied to the web site, e-communications and printed materials, but in the long run it is likely to be used on everything from trail signage to tee shirts. The effort has been conceived by VinoRoux, a practicum group of the 2009 class of Leadership Napa Valley, working in collaboration with NVVT Marketing Committee Chairman Pamela Hunter.

CrowdSPRING was started last year to allow people worldwide access a broader field of creative talent, and to help creatives find new customers. "The truth is that a great idea can come from anyone, anywhere - whether they're a janitor by day and a designer by night or a stay-at-home mom who doesn't have the time to run her own web studio. crowdSPRING makes geography and title irrelevant and, thereby, opens new markets for creativity all the world over," says crowdSPRING's Michael Sampson. The contest winner will be chosen from anonymous entries (they are listed by a code name, but not identified). **The contest ends Thursday, April 9, 2009.**

The Napa Valley Vine Trail Coalition was launched In September 2008 when Napa Valley vintner Chuck McMinn (Vineyard 29), along with founding board members: John Hoffnagle, The Land Trust of Napa Valley; Linda Reiff, Napa Valley Vintners and Jennifer Putnam, Napa Valley Grapegrowers joined other Napa County leaders in establishing goals and guidelines for this grassroots organization.

With an objective to implement the Napa Greenway Feasibility Study, a study commissioned by the Napa County Transportation and Planning Agency that outlines a plan for a multi-use trail from Calistoga to Vallejo, the coalition made a pledge to their community:

- The process will be open and inclusive
- No vineyard land will be taken out of production
- All easements, use agreements, etc. will be voluntary
- Provisions will be made for ongoing maintenance and upkeep
- The result will be as beautiful and our Napa Valley

Phase one of the implementation is from the Napa bike trail at Trancas Street in Napa to the Calistoga Bike Trail at Dunaweal Lane in Calistoga, a distance of 22 miles.

In attendance at the first public meeting, a group from Leadership Napa Valley's Class 22 offered to play a part in the development of this ambitious project. "We were drawn to the Vine Trail as a project because of its anticipated longevity in the community and it was something that could benefit all people living here, regardless of their socio-economic status, age or physical ability," says committee spokesperson Susan Duke.

Leadership Napa Valley (LNV) is a program designed to identify, train, and motivate the finest current and future leaders from all segments of Napa County. Their mission: to involve, inform and inspire leaders to strengthen our community. Each year LNV participants are placed in practicum groups to work together on a community project. The group working on the Vine Trail project is VinoRoux and includes: Michelle Cherry, Tom Durante, Linda Schlager-Butler and Andy Szmids in addition to Duke.

http://www.crowdspring.com/projects/graphic_design/logo/logo_for_napa_valley_vine_trail

For more information

Napa Valley Vine Trail: <http://www.napavalleyvinetrail.org>

Leadership Napa Valley: <http://leadershipnapavalley.com>

crowdSPRING: <http://www.crowdspring.com>