HOOD RIVER “BUNDLE UP” PROGRAM GOOD FOR CURING THOSE WINTER BLUES

HOOD RIVER, OR— Hood River, Oregon is ready to help visitors jump into winter with a variety of things to do, places to stay, and fun ways to dine, play, eat, drink and be merry—all bundled up together. The Chamber of Commerce has announced its new “Bundle Up for the Winter in Hood River” promotion, which positions Hood River as the getaway winter spot.

The “Bundle Up” program consists of a variety of “bundle” offerings from area lodging partners and Chamber members—with bundles including everything from skiing to snowshoeing, shopping to wine tasting, dining to brewery tours, or just curling up with a good book in a hotel, vacation rental, or bed and breakfast. Whether the desire is to try your hand at winter sports in the Gorge, discover all the best places to shop, take advantage of some of the best professional services in the area, or just find the perfect place to relax and get away, the “Bundle Up” promotion offers many ways to take advantage of great ideas and great deals. Bundles can be found on the Chamber’s website at hoodriver.org/bundle.

“The Chamber wanted to provide a platform for our businesses to offer promotions, specials, and information about their businesses—while encouraging visitors to use our new website to find everything they need to know about Hood River County,” said Kerry Cobb, the Chamber’s Executive Director. “We wanted our businesses to be seen as the unique entities they are, and to let them find ways to be creative about promoting themselves—whether as individual businesses or working together to create a group bundle.”
The “Bundle Up” program is sponsored by Providence Hood River Memorial Hospital and the Hood River Visitor’s Council, and is being marketed in Portland, Seattle, the Tri-cities, Bend, and locally in Hood River and the Gorge. “Bundle Up for Winter in Hood River” runs through February 15, 2011. New bundles will be added and others will change throughout the course of the promotion. Visitors and locals alike are encouraged to check hoodriver.org/bundle regularly for additions and updates.

The Hood River County Chamber supports economic and tourism development for the region and provides promotional programs to its 430 members. As a county-wide organization, it supports businesses, organizations, and governmental agencies in Cascade Locks, Hood River, Parkdale, Odell, Pine Grove, and Mount Hood.