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**FOR IMMEDIATE RELEASE**

## **Napa's Riverfront Launches New Website**

*Website Makes it Easier for Tourists and Locals to Explore Napa's Riverfront*

**NAPA, Calif. (February 7, 2013)** – As Downtown Napa's premier destination, Napa's Riverfront offers locals and visitors many options. With the launch of its new website, [www.NapasRiverfront.com](http://www.NapasRiverfront.com), businesses want to make it even easier to see all they have to offer, from best in class food and shopping to elegant lodging options. The image-rich website includes information on everything from retail promotions and product offerings to special events and lodging information.

Napa's Riverfront includes nearly 20 businesses, including Downtown Napa's most recognized names like Morimoto Napa, The Pear, the Napa River Inn, Silo's, Fish Story, the Napa General Store and the Napa Valley Welcome Center.

"We want it to be easy for locals and visitors' to know exactly what is happening in the most vibrant part of the Napa Valley and the city of Napa," said Sara Brooks, general manager at the Napa River Inn. "The website allows everyone to easily view specials and find out what shops and restaurants are along the Riverfront. Most importantly, the website can be viewed by anyone from any device. The website is mobile responsive, so it automatically adjusts depending on if visitors are looking at it from a computer, tablet or smartphone."



In addition to the website, Napa's Riverfront is launching a monthly newsletter that residents and visitors can sign up for online to receive information about the district, specials, sales and events. Additionally, for a limited time, new subscribers will also be entered into a drawing to win a Dine & Stay package courtesy of Napa River Inn.

In December, Napa's Riverfront helped support Napa's Toys for Tots program by donating more than 200 toys to local children in need during its "Magical Evenings" celebration, taking place on the first three Thursdays of December. The event brought together residents and visitors, giving them the opportunity to take pictures with Santa in the "Big Chair," enjoy extended holiday hours at retailers and dine at some of Napa's most well-known restaurants.

The website was designed by AugustineIdeas based in Roseville, California. The company also works with a variety of businesses in Napa, including Napa Tourism Improvement District, Downtown Napa Association and Napa Chamber of Commerce.

**About Napa's Riverfront**

Located in downtown Napa's South Main Street, Napa's Riverfront is a special district that unites to create the perfect combination of old and new. Once the site of coal and produce warehouses, a skating rink and secret society meeting rooms dating back to the 1880's, the historic Napa Mill buildings were completely refurbished in 2000 and offer rustic elegance to compliment the classic architecture of the more recent Riverfront buildings constructed in 2009. Offering historic accommodations, a variety of dining and shopping options, high-end living and more, Napa's Riverfront is a truly one-of-a-kind experience unlike any other in the Napa Valley. This district is home to nearly 20 premier merchants that include: Amelia's Gifts; Angele; B.Real Women's Apparel; Celadon; Fish Story; Frati Gelato Café; Helen Lyall Clothes for Women; Ivy, Twigs and Twine; Liken; Morimoto Napa; Napa General Store, Napa River Inn; Napa River Velo; Napa Valley Welcome Center; Scott Lyall Clothes for Men; Silo's; Sweetie Pies; The Pear; Vintage Sweet Shoppe; WineTasting.com.

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