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**GARDEN STATE WINE GROWERS ASSOCIATION ANNOUNCES
NEW EXECUTIVE DIRECTOR**

*Devon Perry Brings 20+ Years of Organization Management and Public Relations Experience;
Plans to Diversify and Reconnect the New Jersey Viticulture Community*

Haddonfield, NJ (March 21, 2022) – [Garden State Wine Growers Association](#) – a coalition of 50+ New Jersey wineries and vineyards that support the Garden State’s wine industry through information, resources, and advocacy – announces the appointment of its new Executive Director, Devon Perry.

Over the past two decades, Perry has played an active role in the travel and tourism field. Her work centers on connecting with small businesses, cultural organizations, and community partners to help realize their full potential, facilitate collaborative opportunities, and increase brand awareness, while making a difference.

“Devon brings a wealth of experience in marketing and tourism, as well as an impressive team of professionals, to this role,” said Scott Donnini, Chair, Board of Directors, Garden State Wine Growers Association. “Our future looks even brighter with this seasoned marketing and hospitality industry professional at the helm. We are beyond excited that she agreed to join us.”

Before joining GSWGA, Perry founded [Segel Associates](#), a boutique interactive media firm specializing in brand strategy, social media, public relations, and crisis communications – with a gift for storytelling. Previously, she was Director of Marketing & Business Development for Kings Hall, Executive Director of Visit South Jersey, Chief Executive Officer of WineLovers LLC, and Founder of ShareURMeal. Perry brings extensive non-profit experience as well, having worked for both the United Way and American Red Cross.

“It is an exciting time to lead the Garden State Wine Growers Association, when ‘Jersey Fresh farm-to-table’ is the mantra and ‘shop local’ can happen almost in your own backyard,” Devon Perry said. “I have always been drawn to work that is centered around connection, collaboration, and community. I’m so excited to continue that work here with the Garden State Wine Growers Association. I genuinely believe that together, we can put the thriving New Jersey vineyard and wine industry on the global map.”

Founded in 1987, the Garden State Wine Growers Association has driven exponential growth through wine education initiatives, cooperative marketing campaigns, and a slate of annual events dedicated to taking New Jersey wines across New Jersey, and encouraging novices and enthusiasts alike to visit New Jersey wineries.

The Garden State Wine Growers Association also works closely with the Rutgers Agricultural Experimentation Station network throughout the state, and the newly formed Rutgers Wine Grape Resource Center. The association forges and maintains positive relationships with state and local government entities, and advocates on all levels for wine grape industry interests.

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About Garden State Wine Growers Association

The Garden State Wine Growers Association is a non-profit organization of New Jersey-based wineries, vineyards and allied businesses. It serves as a centralized information repository, resource and clearing house for industry members, and offers a unified voice advocating for issues important to the entire range of New Jersey winery and vineyard operations. Central to this mission are efforts toward branding, marketing, public relations, education, and legislation and regulation for the furtherance of the vineyard and wine industries in the Garden State.

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