

what's new

IN CALIFORNIA

WINTER 2007/2008

There is always something new and exciting in California. As your resource for statewide news, the California Travel and Tourism Commission (CTTC) is pleased to present this newsletter describing new developments taking place in the various regions of the Golden State. Please note that dates listed are subject to change. Confirm with appropriate media contacts.

Consumers can get free California travel planning information by visiting CTTC's Web site at visitcalifornia.com or by writing to the address above. Residents of the United States and Canada can also receive travel planning information by calling (800) 862-2543. International travelers need to dial (916) 444-4429.

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CA STATEWIDE

California Tourism Launches "Work" TV Spot

There is no question that Californians are a different breed; we put pleasure first and live life to the fullest. And, that "California Attitude" continues to drive the California Travel and Tourism Commission's (CTTC) branding campaign as evidenced in its new, star-studded "Work" television spot. "Work," produced by Sacramento-based MeringCarson and was launched nationwide October 8, is a tongue-in-cheek concept that plays off the notion that work for Californians is all play, research that came to light after the CTTC held a variety of focus groups with visitors and potential visitors to the Golden State. But the 30-second spot does more than just connect California's unique emotional benefits with would-be travelers. The commercial encourages consumers to take action, driving traffic to CTTC's primary Web site (www.visitcalifornia.com), a completely re-designed site that has generated more than 1 million page views and 150,000 unique visitors per month since January. The "Work" commercial features (as they appear) Daytime Emmy Award winner Vanessa Marcil, professional skateboarder Paul Rodriguez Jr., professional cyclist Levi Leipheimer, PGA Tour player Phil Mickelson, Vanessa Williams of "Ugly Betty," songwriter and musician Chris Isaak, winemaker and actor Andrew Firestone, and Rob Lowe of "Brothers and Sisters." Throughout the spot celebrities and California natives are seen "working" whether they are camping, golfing, surfing, snowboarding, skating, cycling, visiting

amusement parks, getting a spa treatment, wine tasting, enjoying the sunset or dining. The spot closes with Governor Arnold Schwarzenegger and First Lady Maria Shriver, and the Governor asking viewers when can they start "work" in California. The spot ends with CTTC's familiar tag "California. Find Yourself Here."

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Amgen Tour Brings World-Class Cycling to California

Cyclists race through California each February during the annual Amgen Tour of California, covering terrain through the redwoods, wine country and Pacific Coast, among other fabulous destinations. Top teams will compete February 17-24, 2008, in the 700-mile, eight-day race, with visitors flocking to such popular California cities as Sausalito, Santa Rosa, Solvang and Santa Barbara. Now in its

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third year, the race has attracted 1.6 million spectators and elite cyclists from around the world—and proven itself as a premier cycling event. The Golden State's rugged terrain serves up a punishing race for the pros; the race's difficulty is rated beyond categorization by the Union Cycliste Internationale, professional cycling's governing body.

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Official California Visitor's Guide to be Released in January

The new and updated California Visitor's Guide and Official State Map will be released January 1, 2008. New features to the guide include an expanded "inspiration" section, which incorporates larger, more compelling photos. The guide includes 47 new maps and trip ideas to help visitors plan a California vacation. Some of the featured stories in this year's guide include a look at the Amgen Tour of California, a guide to some of the hidden gems in L.A.'s ethnic neighborhoods and an inside look into the California lifestyle as exemplified by restaurateur Pat Kuleto and his Napa Valley Wine estate. This year, the guide is more closely tied to the visitcalifornia.com Web site through the use of keywords that send the user to expanded or related content. The guide also features 7 new "My California" profiles, which highlight real Californians and their embodiment of the California lifestyle. This year the Official state map is also bigger and is split between Northern and Southern California. It features 6 new themed trip ideas (romance, family, indulgence) to help navigate through the state, as well as highlighting 9 "must sees" attractions or locations.

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California Travel & Tourism Commission and Wine Institute Form Historic Partnership

Building on California's allure as America's "Capital of Culinary Travel," the California Wine Institute and the California Travel and Tourism Commission (CTTC) have entered into an historic partnership to promote the state's wine and cuisine offerings to the fast-growing travel segment of culinary connoisseurs—and those who aspire to be. California is America's largest wine producer with nearly 2,300 wineries and 90 percent of U.S. wine production. Winegrowing regions are located throughout the state, which is the fourth largest wine producer in the world, behind only France, Italy and Spain. California also has nine of the top 10 U.S. agricultural counties, which grow a diverse assortment of fresh produce that many fine chefs demand in California's 80,000 restaurants and eateries. According to the Travel Industry Association, 17 percent of American leisure travelers, or 27.3 million people, have engaged in culinary or wine-related activities while traveling. These travelers are well-educated and more affluent than other U.S. travelers. They cross most age groups, and take 6.8 domestic and international trips per year, 15 percent more than the average U.S. leisure traveler. These travelers range from those who deliberately select trips and destinations due to food or wine-related activities, to "accidental" travelers who participate in such activities simply because they are abundantly available. California stands apart from other U.S. culinary destinations because of the state's unique combination of climate, geography and topography, and is one of the top agricultural producers with more 350 different crops. Visitors can experience a more personal connection to the food they are eating. Known for its diverse, eclectic and innovative cuisine, the state is also an epicenter to the sustainable wine and food movement—an approach to farming and production that minimizes impact on the environment and wildlife, is healthy for workers and consumers and enhances rural communities.

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New Golf Course in Carlsbad

The Crossings at Carlsbad, a 6,850-yard, championship 18-hole municipal golf course, opened recently in Carlsbad, located approximately 30 minutes from downtown San Diego. Designed by golf course architect Greg Nash, the course is accented by the natural features of the Carlsbad hills, adjacent to the city's natural wildlife habitat and trail systems. The new 400-acre public facility also features a 23,000-square-foot clubhouse, pro shop, banquet center and 310-yard night-lit driving range.

MEDIA AND PUBLIC CONTACT: (760) 444-1800, LSTEPHENSON@KEMPERSPORTS.COM, WWW.THECROSSINGSATCARLSBAD.COM.

The Grand Del Mar Hotel Debuts

The Grand Del Mar, San Diego's newest luxury property, recently debuted in early October. The new 249-room resort offers luxury accommodations, including 31 luxurious suites; an 18-hole, 400-acre Tom Fazio-designed golf course; two tennis courts; a Renaissance-inspired Spa; four sparkling pools; and regional dining, including the award-winning Addison restaurant. 20,000 square feet of flexible meeting space includes a 10,000-square-foot ornate ballroom and a private dining room in the resort's cellar. Located on the serene Los Penasquitos Canyon Reserve, an on-site naturalist is available to lead nature walks, canyon expeditions and mountain bike tours throughout the reserve. Featuring an exotic mix of Spanish, Portuguese, Moroccan and Venetian elements, The Grand Del Mar pays tribute to the distinctive style of Addison Mizner, an architectural visionary whose design approach launched the "Florida Renaissance" in the 1920s. Amidst the fine art, antiques and beautifully handcrafted details of the landmark resort is a special, uncommon touch: a private chapel.

MEDIA CONTACT: MARGUARITE CLARK, MARGUARITE CLARK PUBLIC RELATIONS, (949) 295-2801, MCLARKPR@SBCGLOBAL.NET.

PUBLIC CONTACT: (858) 314-2000, (888) 314-2030, WWW.THEGRANDDELMAR.COM.

The Children's Museum of San Diego Opens New Facility Downtown

In early 2008, the Children's Museum/Museo de los Ninos San Diego will open the Muse, its new state-of-the-art facility in downtown San Diego. The \$25-million facility will include a dramatic three-story atrium, 17-foot concrete entrance bridge, six interior and two exterior galleries for hands-on art experimentation, two birthday party rooms, 250-seat-theater, and indoor/outdoor cafe. The Muse is considered to be downtown San Diego's first public "green" project because of its environmentally friendly architecture and infrastructure practices, including the use of recycled building materials, water-saving devices and natural convection cooling. Located across from the Muse is a 1-acre park specifically designed for children with three shade-covered play spaces and an interactive cargo net climbing structure.

MEDIA CONTACT: BONNIE VIEIRA, J SIMMS AGENCY, (858) 689-9909, BONNIE@JSIMMSAGENCY.COM.

PUBLIC CONTACT: (619) 233-8792, WWW.SDCHILDRENSMUSEUM.ORG.

The Blue Marble Spa Opens at the Hyatt Regency Mission Bay Spa and Marina

The Blue Marble Spa invites guests to restore, cultivate and connect in the all-natural, Eco-Friendly spa located at the newly transformed Hyatt Regency Mission Bay Spa & Marina in San Diego. Eleven treatment spaces and a private earth garden are available for Blue Marble guests to enjoy, including four individual treatment rooms, an oversized suite for couples with individual rain showers, a manicure and pedicure lounge, and five outdoor spa cabanas. The Blue Marble Spa sources as much as possible from other green companies, offers organic spa services, uses only recycled paper and eco-friendly cleaning products, offers its treatment menu in digital format, and provides eco-friendly literature for reading and further education.

MEDIA CONTACT: AUDREY BENEDETTO, BENEDETTO COMMUNICATIONS, INC., (610) 236-8397, AUDREY@BENEDETTOPR.COM, WWW.BENEDETTOPR.COM.

PUBLIC CONTACT: HYATT REGENCY MISSION BAY BLUE MARBLE SPA, (619) 758-4900, WWW.MISSIONBAY.HYATT.COM.

Pearl Hotel Opens in Point Loma

Just one block from San Diego Bay and five minutes from the San Diego International Airport, the Pearl Hotel in Point Loma opened in August 2007. It offers 23 vintage-modern rooms with custom floor-to-ceiling mosaic artwork, king- and queen-size platform beds, wall-hanging fishbowls with tropical fish, 32-inch LCD televisions, designer light fixtures, and vintage lamps. Visitors can also enjoy complimentary local calls, DVD movie rental, laptop computer rental and wireless Internet service. The Pearl's saltwater swimming pool is surrounded by semi-private poolside cabanas, which can be reserved for outdoor dining and bottle service. The poolside lounge also features an outdoor theater area with a 10-foot projection screen used for "dive-in" movies or special event presentations.

MEDIA CONTACT: GERALD "DEX" POINDEXTER, G.P. MARKETING SERVICES, (619) 255.7433, DEX@GERALDPOINDEXTER.COM.

PUBLIC CONTACT: PEARL HOTEL, (619) 226-6100, (877) 732-7573, WWW.THEPEARLSD.COM.

New Spa Open at the Hilton San Diego Resort

Essence, the \$5-million, two-story spa at the Hilton San Diego Resort on Mission Bay, features nine treatment rooms, a fitness center with state-of-the-art PreCor equipment, expansive retail boutique, full hair and nail salon, indoor/outdoor meditation relaxation lounge, and private outdoor sundeck on the roof. The spa also includes a dual wet room with two Vichy Showers—each with nine shower heads. The 7,500-square-foot facility incorporates a contemporary blend of bold, Mediterranean colors with a hint of Asian influences, while the custom-designed treatments reflect global cross-cultural rituals from Indonesia, Thailand and India. Young guests can also enjoy the spa with a customized children's menu of treatments such as My First Massage and Mommy or Daddy & Me massages.

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PUBLIC CONTACT: (619) 275-8942, WWW.SANDIEGOHILTON.COM.

Hard Rock Hotel San Diego

Hard Rock Hotel San Diego opened in October in the city's renowned Gaslamp Quarter. The 12-story, 315,000-square-foot property features 420 suites, including 17 Rock Star Suites; a hip lobby lounge (Sweetwater Saloon) and rooftop pool bar (Moonstone Lounge) created by Rande Gerber; Nobu restaurant, created by celebrated chef Nobu Matsuhisa; a fourth-floor urban garden overlooking the Gaslamp Quarter; 40,000 square feet of indoor/outdoor meeting space; Maryjane's, a retro coffee shop; and a luxurious Rock Spa. Suites are styled with cantilevered furniture, halo-illuminated beds dressed in 300-thread-count cotton linens, green-room inspired refreshment centers and sensual bathrooms with ceiling-mounted rain showers. Technological amenities include integrated video and sound systems, including a home theater entertainment center with 42-inch LCD high-definition televisions and a jack pack for connecting electronic devices, WiFi Internet access and a laptop safe. Guests opting for an ultra-VIP experience can choose to stay in one of 17 custom-designed Rock Star Suites that take the chic urban loft idea to a new level with matte leather couches, vibrantly colored fur pillows, dark ebony floors and hand-woven custom rugs. One suite located on the top floor of the hotel features a fire pit and deck seating for 20, while another boasts 270-degree views of the San Diego Bay and an outdoor hot tub. One extraordinary Rock Star Suite is designed by the Grammy-award-winning Black Eyed Peas.

MEDIA CONTACT: PEYTON ROBERTSON, J PUBLIC RELATIONS, (858) 382-4922, PEYTON@JPUBLICRELATIONS.COM.

PUBLIC CONTACT: HARD ROCK HOTEL SAN DIEGO, (619) 702-3000, (888) 593-6177, WWW.HARDROCKHOTELSD.COM.

The Little Hotel by the Sea Completes Restoration

The Grande Colonial Hotel has completed a \$4-million-plus historical restoration project of the Little Hotel by the Sea and the Garden Terraces, adding 18 new suites to the hotel. Both the Little Hotel by the Sea and Garden Terraces buildings are located directly adjacent to the historic Grande Colonial. The restoration project began in September 2005 and was completed in the summer of 2007. The eight-suite Little Hotel by the Sea

and the 10-suite Garden Terraces have both operated as residential apartment complexes for the past 30 years. They will maintain their individual names but will become part of the Grande Colonial Hotel, La Jolla's oldest hotel, which opened in 1913. Guests will have full use of the amenities of the Grande Colonial to include swimming pool, room service, bell and valet service, meeting facilities, complimentary high-speed Internet access, and dining at the award-winning Nine-Ten Restaurant. Two significant elements of the Little Hotel by the Sea project included the restoration of the building's rooftop "loft" and deck, and restoration of the 1929 Baker & Sons elevator. The Grande Colonial has been a landmark in the seaside village of La Jolla since 1913. After completing the renovation, the hotel now offers 93 European-style, air-conditioned guest rooms and suites.

MEDIA CONTACT: LESLIE ARAIZA, (858) 964-5406, LESLIE@ARAIZAMARKETING.COM.

PUBLIC CONTACT: (858) 454-2181, WWW.THEGRANDECOLONIAL.COM.

New San Diego Tour Company

San Diego's newest tour company, San Diego Insider Tours, offers thematic group and private tours illuminating the many offerings that make San Diego exceptional. The Surf Culture Safari tour is a four-hour experience where guests get acquainted with four popular beach communities, visit the world's first dedicated surfing park and largest artificial wave-generating machine, learn to read surf patterns, sample fish tacos, and shop for surf gear and beach culture memorabilia. During the Photographic Treasure Hunt, visitors start at the waterfront in downtown San Diego and venture to the botanical offerings of Balboa Park, where they visit a grove of redwoods and giant sequoias, a hidden butterfly garden, a tropical palm-filled canyon, and one of the top public rose collections in the world. The Beads, Baubles and Jewelry Junket is a shopping-oriented excursion to the largest wholesaler of beads, gems, and jewelry in the United States. A 90-minute beginning beading class allows participants to create their own necklace and bracelet as a souvenir. A gourmet snack is included with all tours.

MEDIA AND PUBLIC CONTACT: SAN DIEGO INSIDER TOURS, (858) 488-7512, INFO@SANDIEGOINSIDERTOURS.COM, WWW.SANDIEGOINSIDERTOURS.COM.

American Indian Casino Opens in East San Diego County

La Posta Casino, located approximately 25 minutes past Alpine in San Diego's East County, opened in January 2007. The 20,000-square-foot casino houses 349 slot machines and is planning to offer shuttle service from San Diego, Mexicali, Tijuana, Calexico and Tecate. The casino features an in-house International House of Pancakes with patio tables to enjoy panoramic mountaintop views.

MEDIA AND PUBLIC CONTACT: (619) 824-4121, INFO@LAPOSTACASINO.COM, WWW.LAPOSTACASINO.COM.

Feeling the Heat: The Climate Challenge Exhibit Opens

How will global warming impact your life? Discover the answers through interactive activities for all ages at Birch Aquarium at Scripps' newest exhibit, "Feeling the Heat: The Climate Challenge." Scientists at Scripps Institution of Oceanography, UC San Diego, have been on the cutting edge of climate research for half a century. "Feeling the Heat: The Climate Challenge" is the first exhibit of its kind in San Diego County. Fast-forward to a television newsroom in 2050 and broadcast California's weather report. View stunning images from around the planet that offer insight into staggering environmental changes under way. Magnify microscopic fossils to explore ways scientists track temperature across centuries. Test your knowledge of whether everyday activities contribute to climate change or help reduce its effects. Learn what critical role the oceans play in global temperature. Discover the latest ideas for reducing carbon emissions. "Feeling the Heat: The Climate Challenge" presents the science of global warming, highlight Scripps' half-century commitment to studying climate change and educate visitors on current environmental changes and those projected for the future. Birch Aquarium at Scripps is open from 9 a.m. to 5 p.m. daily, and admission is \$7.50-\$11.

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PUBLIC CONTACT: (858) 534-FISH, WWW.AQUARIUM.UCSD.EDU/EXHIBITS/FEELING_THE_HEAT.

Water Exhibit Debuts at San Diego Natural History Museum

Water is a natural resource more valuable than oil and more precious than gold. Life on Earth originated in it and cannot exist without it. It covers 75 percent of our planet, yet most people know little about it. Water, the essential ingredient in our life, culture, history and future, will be celebrated and explored in this captivating new exhibition. New visualization techniques and cutting-edge technologies, hands-on exhibits, videos, interactive media, specimens and artifacts will forever change your view and appreciation of this common, yet invaluable substance. The Water exhibit runs through November 30, 2008, at the San Diego Natural History Museum.

MEDIA CONTACT: HALLIE SHERE, SAN DIEGO NATURAL HISTORY MUSEUM, (619) 255-0189, HSHERE@SDNHM.ORG, WWW.SDNHM.ORG.

PUBLIC CONTACT: SAN DIEGO NATURAL HISTORY MUSEUM, (619) 232-3821, WWW.SDNHM.ORG.

New American Indian Casino in San Diego County

The Santa Ysabel Casino, San Diego County's 10th American Indian gaming venue, opened in April 2007 in San Diego's East County by the Santa Ysabel Band of Diegueno Indians. The \$30-million, 35,000-square-foot facility includes 349 slot machines, blackjack and poker tables, billiard tables, and arcade games. Designed as a mountain lodge, the casino boasts an enviable view of Lake Henshaw and the surrounding mountains, and also includes a 150-seat restaurant buffet, along with a brewery-themed bar and lounge.

PUBLIC AND MEDIA CONTACT: (760) 782-0909, WWW.SANTAYSABELRESORTANDCASINO.COM.

Sheraton Carlsbad Resort & Spa to Open

The Sheraton Carlsbad Resort & Spa will open in January 2008. The contemporary Mediterranean coastal resort with panoramic ocean views is Grand Pacific Resort's newest and largest property, situated directly adjacent to the popular Legoland theme park and next to The Crossings at Carlsbad, the city's new 18-hole, municipal golf course. Opening in January with 129 rooms, Sheraton Carlsbad Resort & Spa is scheduled to open an

additional 121 rooms in May with a total of 350 guest rooms, including 13 suites, at completion. Guests will experience a 5,200-square-foot destination restaurant with an ocean view and terrace for outdoor patio dining; a 4,600-square-foot health spa with eight private treatment rooms; fitness center and gym; and a free-form outdoor heated pool with water play equipment for children.

MEDIA CONTACT: BETSY BROTTLUND, (760) 591-0700.
PUBLIC CONTACT: (760) 827-2400,
 WWW.SHERATONCARLSBADRESORT.COM.



New Claremont Hotel

Hotel Casa 425, a stylish boutique hotel, opened in Claremont on September 20, 2007. Built in the style of historic California Mission architecture with refined contemporary styling, the hotel is located in the newly expanded downtown village, within steps of restaurants, cafes, shops, art galleries and a cinema, and only a short walk to the prestigious Claremont Colleges. Guests enjoy a variety of complimentary amenities, including wireless Internet access in all common areas and guest rooms; a European-style breakfast; fresh fruit and home-baked cookies; a fitness room; business center; a library of music CDs, DVDs, books, newspapers and games; concierge service; bicycles on which to explore the village; free covered parking; and a travel snack bag upon departure. The hotel is managed by the Four Sisters Inns, a full service hotel management company specializing in small, upscale properties.

MEDIA CONTACT: APRIL ECONOMIDES, (562) 818-2724,
 APRIL@GREENOCTOPUS.NET.

PUBLIC CONTACT: (909) 625-2272, (866) 450-0425,
 WWW.CASA425.COM.

Temecula Creek Inn Completes Renovation

Inspired by the natural beauty of Southern California's lush wine country amid a stunning backdrop of the majestic San Jacinto Mountains, Temecula Creek Inn management recently placed the finishing touches on a multimillion dollar guestroom renovation, featuring a 130-room enhancement. The resort boasts the comfort of a California lifestyle with

newly refurbished guest rooms with private balconies or patios, which overlook the hotel's championship golf course and picturesque mountains. Impeccably manicured landscaping weaves throughout the terrain of the 300-acre resort, connecting the stylish guest rooms and ten junior suites to the resort's public areas. A host of recreational activities, from 27 holes of championship golf enveloped by soothing waterfalls and tennis on two courts to hiking, biking and swimming, round out the perfect stay.

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 SBPR@COMPUSERVE.COM.

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 TEMECULACREEKINN@JCRESORTS.COM,
 WWW.TEMECULACREEKINN.COM.



Thompson Beverly Hills Hotel Opens

Thompson Hotels, a collection of sophisticated, boutique-style properties in major urban centers around the United States, opens Thompson Beverly Hills this fall. The hotel will be located on the corner of Wilshire Boulevard and North Crescent Drive, in the heart of Beverly Hills. Critically acclaimed designer Dodd Mitchell will transform the existing Beverly Pavilion Hotel into a sexy and luxurious oasis merging the sophistication of New York design with the ease of the Southern Californian lifestyle. Thompson Beverly Hills will be home to 107 sophisticated rooms including 15 suites; a signature Thompson Suite and an eighth-floor Penthouse Suite. Each room will also have a private garden-style balcony offering sweeping views. The bi-level rooftop area will house a heated pool; 1,500-square-foot glass-encased state-of-the-art gym; exclusive lounge; and private cabanas complete with flat-screen televisions, minibars and sofa beds. Additionally, Jonathan Morr's Japanese eatery Bond St boasts 130 seats, outdoor dining and sushi bar.

MEDIA CONTACT: STEPHANIE NAKASONE, BEVERLY HILLS CONFERENCE & VISITORS BUREAU, (310) 248-1015, EXT. 115,
 NAKASONE@BEVERLYHILLSBEHERE.COM.

PUBLIC CONTACT: THOMPSON BEVERLY HILLS, (310) 273-1400, WWW.THOMPSONHOTELS.COM.

Spa Le Merigot

Angela Androtti, an internationally trained spa professional, has joined Spa Le Merigot at the JW Marriott Hotel & Spa as its new director. Androtti plans to improve the spa by building on the current menu of treatments and making it a more eco-conscious environment for guests. Her "green" agenda includes introducing new eco-friendly products to the spa such as bamboo sheets, water-saving showerheads, organic skin care lines and even safe cleaning products. Future plans include: The spa offering an exclusive line of self-labeled lotions at the boutique, which will expand into a complete lifestyle shop. The lifestyle shop will offer yoga apparel, instructional exercise materials, pool reading, home accents and more to improve healthy living.

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New Exhibit at the Petersen Automotive Museum

The Petersen Automotive Museum is excited to present its latest exhibition, "La Vida Lowrider: Cruising the City of Angels," on view in the Museum's Grand Salon from October 27, 2007, to June 8, 2008. The new exhibit is a multimedia presentation that examines not only the lowrider as a vehicle, but as an art form and a cultural center point. The exhibit will showcase a representative sample of cars, trucks, SUVs, bicycles and other transportation favored by lowriders from all eras, age groups, genders and cultural backgrounds, as well as archival photographs, film footage, clothing and other textile items. In conjunction with the exhibit, the Museum will be hosting a number of public education programs for adults, children and families. The Petersen Automotive Museum is dedicated to the preservation, collection and interpretive study of the automobile and its influence on American life and culture.

MEDIA AND PUBLIC CONTACT: JILL C. SIFFLARD, JMPR PUBLIC RELATIONS, INC., (818) 992-4353,
 JSIFFLARD@JMPRPUBLICRELATIONS.COM,
 WWW.PETERSEN.ORG.

NOKIA Theatre Opens in Los Angeles

The 7,100-seat, 210,000-square-foot NOKIA Theatre L.A. LIVE is the premier mid-sized live performance, award show, special event and music venue in Los Angeles. The state-of-the-art facility has the capability of accommodating such major award shows as the EMMY®s, Latin GRAMMY®s, ESPYs, MTV Music Awards, BET Awards and others as well as live music concerts, comedy shows, family shows, short-run Broadway and community theater productions along with corporate conventions and seminars. NOKIA Theatre L.A. LIVE just opened in October 2007 as the initial development of the massive L.A. LIVE project that will promote a 24-hour L.A. experience.

MEDIA CONTACT: CAROL MARTINEZ, LA INC., THE LOS ANGELES CONVENTION AND VISITORS BUREAU, (213) 236-2357, CMARTINEZ@LAINC.US, WWW.SEEMYLAA.COM.

PUBLIC CONTACT: MICHAEL ROTH, (213) 742-7155, MROTH@STAPLESCENTER.COM, WWW.AEGWORLDWIDE.COM.

Exhibit Opens at the Pasadena Museum of History

“The Purse and the Person: A Century of Women’s Purses” opens at the History Center Galleries in the Pasadena Museum of History. The exhibit is on view January 23, 2008, through March 31, 2008. “The Purse & the Person” brings together life stories buried right under our noses—in the purses carried by our mothers and grandmothers. Developed from a private collection of more than 3,000 purses and accessories, this exhibition looks at purses from the inside out, examining day-to-day life reflected in a very personal, very female artifact cache – a woman’s handbag. In the mysterious depths of their purses, women reveal their personalities, their fashion sense and the everyday concerns that populate their lives. Eight exhibition vignettes examine iconic women of the 20th century, from the Edwardian matron to the Superwoman of recent decades. Each of these figures is a representative of a specific period, but she may also be old or young, rich or poor, urban or rural.

MEDIA CONTACT: JEANNETTE BOVARD, PASADENA MUSEUM OF HISTORY, (626) 577-1660, PASADENAHISTORY@SBCGLOBAL.NET, WWW.PASADENAHISTORY.ORG.

PUBLIC CONTACT: KATIE BRANDON, PASADENA MUSEUM OF HISTORY, (626) 577-1660, EXT. 10, INFO@PASADENAHISTORY.ORG, WWW.PASADENAHISTORY.ORG

Legends Bike Tour

Perry’s Cafes & Rentals now offers a one-and-a-half-hour guided historical tour featuring 150 years of Santa Monica cultural fun. The cost is only \$30 per person and includes your guide, a headset for the tour, a three-hour bike rental, protective gear, bike lock, and a goody bag full of vendor discounts and freebies.

MEDIA CONTACT: MARIA LOSCH, LOSCH PR, (310) 820-9408, MARIA@LOSCHPR.COM, WWW.LOSCHPR.COM.

PUBLIC CONTACT: DAWN SMITH, SANTA MONICA CONVENTION & VISITORS BUREAU, (310) 319-6263, DSMITH@SANTAMONICA.COM, WWW.SANTAMONICA.COM, WWW.PERRYSCAFE.COM.

dineLA

Already considered one of the premier dining destinations in the world, Los Angeles now adds dineLA Restaurant Week to its roster of culinary events. Taking place over two consecutive weeks in 2008—January 28 to February 1 and February 3–8—dineLA Restaurant Week will showcase nearly 200 Los Angeles restaurants, offering specially priced three-course prix-fixe menus. Created as a partnership among LA INC., The Los Angeles Convention and Visitors Bureau, American Express and the restaurant industry itself, dineLA Restaurant Week is dedicated to promoting a restaurant town known for its own unique landscape of multicultural flavors and ethnicities.

MEDIA CONTACT: CAROL MARTINEZ, LA INC., THE LOS ANGELES CONVENTION AND VISITORS BUREAU, (213) 236-2357, CMARTINEZ@LAINC.US, WWW.SEEMYLAA.COM.

PUBLIC CONTACT: CARRIE KOMMERS, (213) 236-2345, CKOMMERS@LAINC.US, WWW.DINELA.COM.

Two Major Exhibits Roll into Los Angeles

L.A. is the epicenter of car culture, and two events this fall will spotlight the city’s ongoing automotive world leadership. For the first time ever, the LA Auto Show—one of North America’s premier events for new-model roll-outs—will take place during the Thanksgiving holiday (November 16–25, 2007). Last year, the LA Auto Show’s new fall timing prompted a record 36 world and North American vehicle debuts, as well as record media attendance and news coverage. This year, it promises newsworthy firsts, including the unveiling of the first Bentley ever to top 200 mph. This year’s show, which will once again take place

at the Los Angeles Convention Center, will continue its focus on the latest “green” auto technology and the 2008 Green Car of the Year will be announced.

MEDIA CONTACT: CAROL MARTINEZ, LA INC., THE LOS ANGELES CONVENTION AND VISITORS BUREAU, (213) 236-2357, CMARTINEZ@LAINC.US, WWW.SEEMYLAA.COM.

PUBLIC CONTACT: JESSICA SCHMIDT, THE ROGERS GROUP, (310) 552-4177, LAAUTOSHOW@ROGERSPR.COM, WWW.LAAUTOSHOW.COM.

Chinese Gardens Bloom at Huntington Library

Part of a new, \$18-million, 12-acre Chinese garden will open in February at the Huntington Library, Art Collections, and Botanical Gardens. Liu Fang Yuan, or Garden of Flowing Fragrance, will be one of the largest classical gardens outside of China and one of the largest of the Huntington’s world-renowned gardens. The enchanting landscape will include stone bridges, pavilions, a lake and plants native to China. While at the Huntington, be sure to view the masterpiece paintings and rare books, including a Gutenberg Bible.

MEDIA CONTACT: CAROL MARTINEZ, LA INC., THE LOS ANGELES CONVENTION AND VISITORS BUREAU, (213) 236-2357, CMARTINEZ@LAINC.US, WWW.SEEMYLAA.COM.

PUBLIC CONTACT: LISA BLACKBURN, (626) 405-2140, LBLACKBURN@HUNTINGTON.ORG, WWW.HUNTINGTON.ORG.

Broad Contemporary Art Museum to Open

The Los Angeles County Museum of Art (LACMA) will open the first new museum built in L.A. since the Getty Center made its debut in 1997, with the premiere of the Broad Contemporary Art Museum (BCAM). Opening in February 2008, BCAM will feature works by such contemporary masters as Jasper Johns, Jeff Koons, Ed Ruscha, Richard Serra and others. The BCAM is the centerpiece of the \$156-million LACMA transformation, which will include new gardens, an entry pavilion, expanded parking facilities and other visitor amenities.

MEDIA CONTACT: CAROL MARTINEZ, LA INC., THE LOS ANGELES CONVENTION AND VISITORS BUREAU, (213) 236-2357, CMARTINEZ@LAINC.US, WWW.SEEMYLAA.COM.

PUBLIC CONTACT: BARBARA PFLAUMER, BPFLAUMER@LACMA.ORG, WWW.LACMA.ORG.



ORANGE COUNTY

Disney Parks Extends “Year of a Million Dreams”

Disney Parks announced that its “Year of a Million Dreams” celebration will extend throughout 2008 at Disneyland Resort in California, highlighted by the debut of blockbuster attractions and entertainment—and the 2008 Disney Dreams Giveaway, in which Disney will award more than one million more dreams. Building on the incredible success of 2007, Disney’s magic-makers went back to their dream drawing board. They created over-the-top experiences for the 2008 Disney Dreams Giveaway that will be awarded to eligible lucky guests and mail-in participants. Prizes include a chance for guests to stay inside Disneyland Park; a private day at Disney’s tropical island paradise, Castaway Cay; a New Year’s Eve night stay inside Cinderella Castle Suite at Walt Disney World Resort; a star-studded trip to the High School Musical 3 film premiere; and a flight of fancy in a hot-air balloon above a Disney theme park. These magical, money-can’t-buy Disney dreams and more are featured in a first-ever online catalog known as the Disney Dreams Catalog at disneyarks.com/dreamcatalog. In 2008, Disney will also award hundreds of thousands of dreams in all shapes and sizes, including Dream FASTPASS badges, gourmet dining packages, special viewing for parades, Disney shopping sprees, an additional hour—known as Dream Time—for chosen guests to enjoy a Disney park, or special Dream Mouse Ears or Pin and Lanyard sets. It all adds up to over one million more dreams that will be awarded in 2008.

MEDIA CONTACT: BETSY SANCHEZ,
DISNEYLAND RESORT, (714) 284-6386,
BETSY.E.SANCHEZ@DISNEY.COM,
WWW.DISNEYLAND.COM.

PUBLIC CONTACT: DISNEYLAND RESORT
INFORMATION, (714) 781-4565,
WWW.DISNEYLAND.COM, WWW.DISNEYPARKS.COM,
WWW.DISNEYPARKS.COM/2008RULES.

Pelican Hill Golf Club Reopens

Inspired by the Renaissance belief that humanity is uplifted by aspiring to perfection, a destination resort is taking shape on the Newport Coast that will set a new international paradigm in resort exclusivity, style and guest experience. After more than two years of “re-perfecting” two Tom Fazio-designed, 18-hole golf courses, Pelican Hill Golf Club will open this fall, along with the new Pelican Grill. The Resort at Pelican Hill will have a breadth of facilities that is both stunning and innovative opening in fall 2008: 204 bungalow rooms and suites; 128 villas; the Pelican Hill Golf Club with 36 holes by Tom Fazio; the Coliseum Pool; multiple choices in dining from exquisite Italian cuisine to upscale California cuisine; the spa, with 20,000 square feet and 22 private treatment rooms; function space; and wedding facilities including venues such as an ocean-view lawn and gazebo and Italian-style wedding chapel.

MEDIA CONTACT: EDWARD PLACIDI OR MARIAN
GERLICH, (818) 786-8687, PGWORLD@AOL.COM.

PUBLIC CONTACT: WWW.PELICANHILL.COM.

Great Park Balloon

The Orange County Great Park Balloon took flight for the first time this summer to officially mark the first phase opening of the Orange County Great Park, site of the former El Toro Marine Air Station. The iconic orange Great Park Balloon is five stories tall, weighs in at 10,560 pounds, holds 5,500 cubic meters of helium and will carry up to 30 passengers 500 feet in the air, providing them with an aerial view of the Park and the surrounding community. Public Balloon rides are available Thursdays through Sundays. The Balloon is an uplifting symbol of the new destination point for all Orange County as one of California’s first great metropolitan parks of the 21st Century. The Orange County Great Park, which is almost twice the size of Central Park, is the focal point of the redevelopment of the 4,700-acre former Marine Corps Air Station at El Toro. The Great Park will include extensive natural areas and open space in addition to recreational and cultural uses.

MEDIA CONTACT: MARYANN MALONEY,
(949) 375-0856, MARYANN@MARYANNMALONEY.COM.

PUBLIC CONTACT: (949) 724-7404, WWW.OCGP.ORG.

Anaheim GardenWalk’s First Phase to Open

Anaheim GardenWalk, a unique outdoor shopping and dining experience among beautifully manicured garden walkways, is slated to open its first phase by the end of 2007. This phase will include restaurants located along Katella Avenue, such as Bubba Gump, California Pizza Kitchen, Cheesecake Factory, McCormick & Schmick Grill, P.F. Chang’s and Roy’s of Hawaii. The total restaurant space equals 46,050 square feet of dining/event space with seating capacity for 1,988. The remaining space will open in May 2008, featuring popular retailers, more restaurants and a few Orange County originals: Aveda, Banana Republic, Bar Louie, Brian Wilson’s Surfin’ Beach Party, Defy Board Shop, Harley Davidson, Heat Ultra Lounge, OC Gift, White House/Black Market and XP Apparel. The final phase of this project will include 866 hotel rooms—set to open in late 2009 with an additional 400 timeshare units scheduled to open mid-2010. Hotel meeting space will include 36,000 square feet in one hotel and 14,000 square feet in the other hotel.

MEDIA CONTACT: TAMMY PHILBLAD, (858) 613-1800,
TPhilblad@ExcelRealtyHoldings.com.

PUBLIC CONTACT: WWW.ANAHEIMGARDENWALK.COM.

Travel Like the Queen in the OC

The Hilton Orange County/Costa Mesa is now the headquarters of Her Majesty’s Ride, a new service that will transport passengers in head-turning London-style taxicabs that are a hallmark of Britain, where cab drivers have a reputation for their knowledge and courtesy. The new service will charge flat rates to frequent destinations and also have hourly rates for passengers wanting to go sightseeing or to multiple locations. To arrange for transportation in one of the cabs, call (714) 444-4463.

MEDIA AND PUBLIC CONTACT: DAN PITTMAN,
COSTA MESA CONFERENCE & VISITOR BUREAU,
(714) 282-9994, DAN@PITTMANPR.COM,
WWW.TRAVELCOSTAMESA.COM.

Anaheim Hotels Get Grand Addition

The Anaheim area’s hotel inventory is set to increase by nearly 2,000 guest rooms in the next few years. Disney’s Grand Californian

Hotel & Spa leads the way with the expansion of 200 additional guest rooms and 50 Disney Vacation Club villas. This represents a 30 percent expansion of the 745-room property, giving it a total of 945 rooms and 50 villas by late 2009. Anaheim is currently experiencing a second renaissance in terms of hotel and dining development. Other key developments on Anaheim's hotel room horizon include WorldMark Anaheim, a new 14-story timeshare resort featuring 253 units and 12 new luxury presidential suites, set to open early 2008; Sheraton Garden Grove-Anaheim South Hotel, opening in spring 2008 with 285 guest rooms; and Anaheim GardenWalk, a shopping and dining resort within walking distance from the Anaheim Convention Center. Plans include 866 hotel rooms (2009) and 400 timeshare units (2010). The first phase of the development is set to open by the end of 2007, with six major restaurants.

MEDIA CONTACT: ELAINE CALL, ANAHEIM/ORANGE COUNTY VISITOR & CONVENTION BUREAU, (714) 765-8853, ECALI@ANAHEIMOC.ORG.

PUBLIC CONTACT: (714) 765-8888, WWW.ANAHEIMOC.ORG.



Italian Passions Festival at Opera Santa Barbara

Opera Santa Barbara (OSB) brings passion, heartbreak, jealousy and betrayal—Italian style—to the historic Lobero Theatre for a three-week “Italian Passions” festival from February 23, 2008, through March 9, 2008. Opening the festival is a double-bill of Mascagni's *Cavalleria Rusticana* and Leoncavallo's *Pagliacci*, performed in repertory with OSB's first presentation of Donizetti's passionate *Elixir of Love*. OSB Music Director Valery Ryzkin conducts. Subtitles projected above the stage translate the sung words for the audience. Single tickets range from \$78 to \$103. Attendees can also enjoy pre-performance dinners and lunches in the Lobero patio, plus many special events combining beautiful music and great food.

MEDIA CONTACT: SHANNON BROOKS, SANTA BARBARA CONFERENCE & VISITORS BUREAU AND FILM COMMISSION, (805) 966-9222, SBROOKS@SANTABARBARACA.COM, WWW.SANTABARBARACA.COM.

PUBLIC CONTACT: OPERA SANTA BARBARA, (805) 963-0761 OR WWW.LOBERO.COM, WWW.SBOPERA.COM.

The FogCatcher Inn in Cambria Completes Renovations

Pacifica Hotel Company (PHC), known for its collection of small boutique hotels along the California coast, recently renovated the FogCatcher Inn in Cambria, giving it a fresh, new look. Inside, all 60 rooms have a bright, new look, with a French cottage theme. The Inn's breakfast area and lobby were also remodeled. Located across from Cambria's splendid Moonstone Beach, the FogCatcher Inn features fireplaces in every room, contemporary conveniences, views of the English gardens and flower-lined brick paths that lead to intimate seating areas. Guests can feel the ocean breeze through the whimsical delicate sheer curtains in their room and fall asleep to the soothing sound of ocean waves.

MEDIA CONTACT: MARIS SOMERVILLE, SOMERVILLE ASSOCIATES, (310) 207-5663, MARIS@SOMERVILLEPR.COM, WWW.SOMERVILLEPR.COM.

PUBLIC CONTACT: (800) 425-4121, WWW.FOGCATCHERINN.COM.

International Percussion Festival

The Santa Barbara Symphony will host the first International Percussion Festival in Santa Barbara, featuring classical, jazz, world/ethnic and other pulsating styles of percussion music January 12–20, 2008. Artists include virtuoso Scottish percussionist Colin Currie; jazz legend Roy Haynes; percussionists from the Santa Barbara Symphony in collaboration with musicians from leading American symphony orchestras (including the Boston Symphony and Metropolitan Opera); the UC Santa Barbara Percussion Ensemble under the leadership of Jon Nathan; renowned Grammy award-winning Cuban drummer Luis Conté (most recently seen and heard performing on “Dancing With The Stars”); acclaimed San Jose Taiko, the electrifying Japanese-drumming ensemble; and mesmerizing Indian tabla-player Sandeep Das from Yo Yo Ma's “Silk Road Project.” There will be many other exciting performances, master classes and workshops on various stages throughout Santa Barbara.

MEDIA CONTACT: SHANNON BROOKS, SANTA BARBARA CONFERENCE & VISITORS BUREAU AND FILM COMMISSION, (805) 966-9222, SBROOKS@SANTABARBARACA.COM, WWW.SANTABARBARACA.COM.

PUBLIC CONTACT: SANTA BARBARA SYMPHONY, (805) 898-9626, INFO@THESYMPHONY.ORG, WWW.THESYMPHONY.ORG.

Elverhoj Museum of History & Art

The Elverhoj Museum of History & Art has announced its winter 2007–2008 exhibition. The museum will feature “Color & Cloth: Redefining a Traditional Art Form” November 16, 2007, through January 27, 2008. This gallery exhibit will feature contemporary art quilts and a boutique with one-of-kind-creations. The Elverhoj Museum of History & Art, located at 1624 Elverhoy Way in Solvang, is open Wednesday and Thursday from 1 p.m. to 4 p.m.; Friday, Saturday and Sunday from noon to 4 p.m.; and by appointment. Exhibits showcase Solvang's rich history and celebrate the Danish-American pioneer spirit and the colorful heritage of Denmark. The Museum Gallery features changing exhibitions of regional, national and international art. There is no charge for admission.

MEDIA CONTACT: LAURA KATH, MARIAH MARKETING, (805) 344-1717, LAURA@MARIAHMARKETING.COM, WWW.SOLVANGUSA.COM.

PUBLIC CONTACT: ESTHER JACOBSEN BATES, ELVERHOJ MUSEUM OF HISTORY & ART, (805) 686-1211, ESTHER@ELVERHOJ.ORG.

New Cooking School in Solvang

Not only is Solvang the “Danish Capital of America,” with signature bakeries and authentic specialties, but it also has 14 wine-tasting rooms and dozens of restaurants featuring local Santa Ynez Valley wine country cuisine. Now, there is a new cafe, gourmet shop and cooking school in Solvang to really savor the variety of flavors. Cooking classes on Wednesday evenings at The Chef's Touch are both educational and entertaining, as chef/owner Kurt Alldredge demonstrates cooking and food pairing techniques. All classes are conducted in The Chef's Touch kitchen and are a hands-on experience. The price includes complimentary wine, food throughout the class and 10 percent off retail purchases. Each class is only \$65 and class size is limited to 20 for intimacy and a great experience.

MEDIA CONTACT: LAURA KATH, MARIAH MARKETING, (805) 344-1717, LAURA@MARIAHMARKETING.COM, WWW.SOLVANGUSA.COM.

PUBLIC CONTACT: KURT ALLDREDGE, THE CHEF'S TOUCH, (805) 686-1040, INFO@THECHEFSTOUCH.COM, WWW.THECHEFSTOUCH.COM/CLASSES.HTML.

Old-Fashioned Riverboat Cruise Boat to Debut This December

A little bit of "Dixie" and a lot of California fun will converge upon Channel Islands Harbor in Oxnard as California's new Paddlewheel Riverboat, the "Scarlett Belle," makes its debut this December. The grand ship is 87 feet long by 30 feet wide, and is designed for charter cruises in the Channel Islands Harbor. Visitors can stroll around her wraparound walkways on two levels and take in all the sights while enjoying food and drink selections.

MEDIA CONTACT: JANIS FLIPPEN, JANIS FLIPPEN PUBLIC RELATIONS, (805) 389-9495, JFLIPPENPR@ROADRUNNER.COM.

PUBLIC CONTACT: OXNARD CONVENTION & VISITORS BUREAU, (805) 385-7545, INFO@VISITOXNARD.COM, WWW.VISITOXNARD.COM.

New Santa Barbara Walking Tour

Travelers bound for the American Riviera can watch "Beyond the Rooftops: Santa Barbara's Red Tile Walking Tour" to get a preview of historic adobes and more recently constructed buildings that embody the best of the seaside city's Spanish-style architecture, with its wrought-iron details, white walls of adobe or smooth stucco, and memorable red tile roofs. Narrated by John O'Hurley, the 16-minute-long video podcast leads visitors on a relaxing amble through the oldest part of town—the original Santa Barbara pueblo. Encompassing 12 small, easily navigated blocks, the tour includes 17 stops and 22 historic adobes dating from the late 1700s through the 1800s, plus many of the structures built in the Spanish-revival and Moorish styles mandated by community leaders after the devastating earthquake of 1925. Download the podcast at www.santabarbaraca.com/podcasts.

MEDIA CONTACT: SHANNON BROOKS, SANTA BARBARA CONFERENCE & VISITORS BUREAU AND FILM COMMISSION, (805) 966-9222, SBROOKS@SANTABARBARACA.COM, WWW.SANTABARBARACA.COM.

PUBLIC CONTACT: SANTA BARBARA CONFERENCE & VISITORS BUREAU AND FILM COMMISSION, (805) 966-9222, TOURISM@SANTABARBARACA.COM, WWW.SANTABARBARACA.COM.

The Original Five & Dime Store Is Preserved in Oxnard

Oxnard now houses what is said to be the world's only Woolworth Museum, located in the original Woolworth Building in downtown Oxnard at 210 W. Fourth Street. The museum displays old products, menus, hundreds of historical items, photographs, books, lunch counter items and many other artifacts. There is also a section of working vending machines from the 1950s and electromechanical games that are still playable and at original prices. In addition, the Museum also contains an old 1965 jukebox, history wall showing Woolworth from 1858 to present, original Woolworth signs from the 1930s, original 1940s Woolworth take-your-own photo booth, working machines for pens, stamps, and postcards for 10 cents! The museum also has a lunch counter deli called the Experimental Café, complete with an architectural style worthy of "The Jetsons." The Museum is open Monday through Friday from 6:30 a.m. to 2:30 p.m. and Saturday from 9 a.m. to 2:30 p.m.

MEDIA CONTACT: JANIS FLIPPEN, JANIS FLIPPEN PUBLIC RELATIONS, (805) 389-9495, JFLIPPENPR@ROADRUNNER.COM.

PUBLIC CONTACT: OXNARD CONVENTION & VISITORS BUREAU, (805) 385-7545, INFO@VISITOXNARD.COM, WWW.VISITOXNARD.COM.



"What's Up Doc?" Exhibit Opens at Turtle Bay

"What's Up Doc? The Art of Warner Bros. Cartoons" is a fun tribute to the Warner Bros. cartoon characters that have brought laughter to generations of Americans since the first cartoon was inked in 1930. See Bugs Bunny and company in rare drawings and paintings done by all of the greats, including Chuck Jones, Tex Avery, Fritz Freleng and Bob Clampett. The exhibit is vivacious, colorful and highly enjoyable for the whole family, and is sponsored by North State doctors. The exhibition opened on October 19, 2007, and will run through January 7, 2008.

MEDIA CONTACT: ANGELA TORRETTA, TURTLE BAY EXPLORATION PARK, (530) 242-3143, PR@TURTLEBAY.ORG, WWW.TURTLEBAY.ORG.

PUBLIC CONTACT: TURTLE BAY EXPLORATION PARK, (530) 243-8850 OR (800) 887-8532, INFO@TURTLEBAY.ORG, WWW.TURTLEBAY.ORG.

Custom Tastes at Vintner's Cellar in Redding

Vintner's Cellar is a new, full-custom winery with a focus on not only great quality wine, but a memorable, cultural experience. It prides itself on receiving top-notch grape juice imported from California as well as other regions. Vintner's Cellar offers wine tasting by the glass or by the bottle, as well as fruit, bread and cheese to complement the wine. Wine connoisseurs are also given an opportunity to customize their bottle with their own labeling. Open Tuesday through Saturday, Vintner's Cellar hosts live, local bands every Friday and Saturday night from 6:30 p.m. to 9:30 p.m.

MEDIA CONTACT: KAREN WHITAKER, SHASTA CASCADE WONDERLAND ASSOCIATION, (530) 365-7500, EXT. 104, KAREN@SHASTACASCADE.ORG.

PUBLIC CONTACT: ALLAN AND JANA LEARD, VINTNER'S CELLAR, (530) 222-WINE, INFO@222WINE.COM, WWW.222WINE.COM.

New Camping Adventure for State Parks

California State Parks is completing the installation of 24 new and innovative family-style cabins at McArthur-Burney Falls Memorial State Park. The cabins represent a new effort by State Parks to offer an alternative camping experience, which is taking hold in many states across the nation. The cabins provide comfort, but will encourage more first-timer visitors to try an outdoor camping experience. The cabins are also heated and insulated, which is an incentive for people to do more camping year-round. Located adjacent to the 129-foot waterfall that Teddy Roosevelt called one of the wonders of the world, the cabins are now available for reservations. Senior citizens and persons seeking ADA-accessible accommodations find the cabins the perfect fit for their situation. With the cabins, all people need to do is bring their own bedding, along with food and cooking gear. The cabins are for sleeping only, and do not contain bathroom or cooking facilities, but restrooms and shower facilities are located in multiple locations around the campground. Each cabin site also has a picnic table and an outdoor barbecue pit for cooking.

MEDIA CONTACT: SHERYL A. WATSON, CALIFORNIA STATE PARKS, (916) 654-7538, SWATSON@PARKS.CA.GOV.

PUBLIC CONTACT: MCARTHUR-BURNEY FALLS MEMORIAL STATE PARK, (530) 335-2777, WWW.PARKS.CA.GOV.

Mt. Shasta Ski Park Offers Visitors New Upgrades

Mt. Shasta Ski Park will introduce thousands of powder enthusiasts to four new ungroomed runs. The runs offer a cutback trail to the Douglas lift. Once you have made your way up the hill, you can take advantage of the brand new terrace deck Black Diamond Grill overlooking the park's bustling activity. The deck is nestled between Black Fox and Red Tail runs and offers barbeque and beverages. Among routine maintenance and technological updates, the ski park has installed a computer drive in the Coyote lift and a new cable for the Marmot lift.

MEDIA CONTACT: KAREN WHITAKER, SHASTA CASCADE WONDERLAND ASSOCIATION, (530) 365-7500, EXT. 104, KAREN@SHASTACASCADE.ORG.

PUBLIC CONTACT: JASON YOUNG, MT. SHASTA SKI PARK, (530) 926-8665, WWW.MTSHASTASKIPARK.COM.



Accessible Trail Opens at Big Basin Redwoods State Park

A new wheelchair-accessible trail is now open to outdoor lovers at Big Basin Redwoods State Park. The nearly quarter-mile level trail encompasses the popular Skyline-to-the-Sea Trail, and is the only one of its kind in Santa Cruz County State Parks. The trail segment curves past a creek through a sunlit canopy of redwoods, and is constructed out of decomposed granite, base rock and native soils. The trail construction has been under way for nearly two years, and is part of a larger effort to respond to the Americans With Disabilities Act of 1990 (ADA), which says that parks need to make their majestic views of California more accessible. Other projects are under way, including upgrades on the Redwood Loop trail at Big Basin next summer and improved signage and parking at Sea Cliff State Beach in Aptos. California State Parks partnered with the California Conservation Corps to complete the project, with funding from a \$96,000 grant from the Recreational Trails Program.

MEDIA AND PUBLIC CONTACT: CHRISTINA GLYNN, SANTA CRUZ COUNTY CONFERENCE & VISITORS COUNCIL, (831) 425-1234, CGLYNN@SANTACRUZ.ORG, WWW.SANTACRUZ.ORG.

Living Eco-friendly at Living Light Inn

The Living Light Inn, eco-friendly lodging for the conscious traveler on the Mendocino Coast, conveniently located in the nicest neighborhood in historic Fort Bragg, opened this fall. The beautiful Living Light Inn (formerly The Colonial Inn) combines craftsman style architecture with modern amenities designed for the conscious traveler – organic bedding, a whole-house water filtration system; nontoxic, biodegradable and nonallergenic cleaning products; low-impact waste practices; and all-organic beverages. The inn has been refurbished and caters to the needs of conscious travelers interested in quality eco-friendly lodging, as well as students of the Living Light Culinary Arts Institute.

MEDIA CONTACT: KRISTIN SURATT, LIVING LIGHT INTERNATIONAL, (707) 964-2420, EXT. 15, WWW.RAWFOODCHEF.COM OR WWW.LIVINGLIGHTINN.COM.

PUBLIC CONTACT: DAN LADERMANN, LIVING LIGHT INN, (707) 964-2420, EXT. 31, WWW.LIVINGLIGHTINN.COM.

Finding Wine on Highway 29

Listen about wineries while you tour the Napa Valley with the launch of WineFlight's new AudioTourGuide CD titled "Finding Wine on Highway 29." Wine and the wine country can be intimidating, but with the audio guide, you will know as much or more than the person standing next to you at the tasting bar. The CD allows you to listen to minute-and-a-half segments on more than 50 wineries (both boutique and behemoth) and their respective appellations as you drive near them. The AudioTourGuide includes the CD, a map with icons noting each winery's amenities (including picnic tables, gift shops, or magnificent gardens and views), and the TourFinder. As part of WineFlight's community outreach, a portion of the proceeds resulting from sales will benefit the County of Napa Housing Authority, specifically farm workers. "Finding Wine on Highway 29" is available at www.wineon29.com and in various wine-related retail outlets, hotels and wineries in and around the Bay Area.

MEDIA AND PUBLIC CONTACT: SHAUN ANDREWS, WINEFLIGHT VISIONARY, (707) 225-1807, WINEFLIGHT@GMAIL.COM, WWW.WINEON29.COM.

New Additions to the Villagio Inn & Spa

New for winter 2007-2008 at Villagio Inn & Spa is The Vintage Estate Cellar Collection. For in-room wine enjoyment, the hotel gives guests a choice of 16 sumptuous gems from Napa Valley's famed appellations right in the privacy of their own guestroom. The new in-room cellar, which debuted this month, consists of 16 different wines from Chardonnay to Zinfandel. In addition, multimillion dollar, 13,000-square-foot Spa Villagio is set to open its doors to the public in January 2008. Wellness treatments will be performed in 12 new rooms, located on two floors. Five private "spa suite" luxury treatment rooms, sunken whirlpool bathtubs and a heated hydrotherapy pool envelop guests as part of the daily spa ritual. Other luxurious spa amenities include flat-screen televisions, private terraces and cozy fireplaces.

MEDIA CONTACT: SUSAN BEJECKIAN, SBPR, (626) 570-1051, SBPR@CHARTER.NET.

PUBLIC CONTACT: STEVE ANDREWS, VILLAGIO INN & SPA, (707) 948-5084, SANDREWS@VILLAGIO.COM, WWW.VILLAGIO.COM.

Sculpture Exhibit Opens at the di Rosa Preserve

"Gay Outlaw: Recent Sculpture" will be on display November 3, 2007, through January 5, 2008. Gay Outlaw's work in photography and sculpture explores form through structure, pattern and translation. Her process often begins with a form from one of her photographs, then she distills the shape or pattern and reworks it in a variety of materials—including rubber, cardboard, vinyl, wood and glass. Outlaw never shies away from beauty in her work, and has been included in numerous solo and group exhibitions since the early 1990s. Her work is in the collections of the California Palace of Legion of Honor and San Francisco Museum of Modern Art, among others. The Gay Outlaw exhibition is the latest in a series of Gatehouse Gallery exhibitions featuring recent work from notable artists in the di Rosa collection.

MEDIA CONTACT: KATHLEEN GAINES, DI ROSA PRESERVE: ART & NATURE, (707) 226-5991, EXT. 34, KATHIE@DIROSAPRESERVE.ORG.

PUBLIC CONTACT: DI ROSA PRESERVE: ART & NATURE, (707) 226-5991, WWW.DIROSAPRESERVE.ORG.

Creekside Inn & Resort Opens Nature's Cottages

The Creekside Inn and Resort in Guerneville, known as a family-friendly nature venue in the Russian River resort area of Sonoma County, has opened 12 new eco-friendly Nature's Cottages. The cottages are located high in the redwood trees with views of the creek or pool yard. Double-panel, Low E brand windows and solar energy are just some of the eco-friendly details. Furnished to fit the environment with generously sized cedar log furniture, the cottages are light and airy with private decks and full kitchens. The new Nature's Cottages add 12 rooms to the existing six inn rooms and 10 cottages. The beauty of the area and the importance of sustaining it for future generations were the inspiration for the ecologically sustainable green practices considered throughout construction. Throughout the resort, only nontoxic cleaning and gardening products, renewable energy, and reusable and recyclable guest amenities are used. The resort also practices water conservation.

MEDIA CONTACT: NINA LARAMORE, LARAMORE COMMUNICATIONS, (707) 546-7525, NINA@LARAMORECOMMUNICATIONS.COM, WWW.LARAMORECOMMUNICATIONS.COM.

PUBLIC CONTACT: THE CREEKSIDE INN AND RESORT, (707) 869-3623, (800) 776-6586, WWW.CREEKSIDEINN.COM.

Get a Taste of Mendocino at New Festival

Taste Mendocino: Celebrating Regional Bounty, Mendocino County's new festival celebrating its regional bounty, kicks off January 25, 2008, with a weekend of fresh shellfish and wine events on the Mendocino Coast. Northern California wine country's newest festival, which runs through February 10, 2008, combines established Mendocino County events including Crab & Wine Days, the Wine & Mushroom Festival, and the Alsace Varietals Festival. The first festival weekend starts with a Cioppino Dinner in Fort Bragg's Noyo Harbor on January 25. Then, on January 26, the public is invited to the Ninth Annual Crab Cake Cook-off and Wine Tasting. Mendocino County chefs serve crab cakes made with local Dungeness crab, accompanied by Mendocino County wines. Proceeds from

the weekend events benefit Mendocino Coast Clinics. In addition to wine and crab, the festival offers tastings of locally grown and produced products, including wild mushrooms, chocolate and even seaweed. The festival culminates with the Alsace Varietals Festival in the Anderson Valley, February 9–10, at the Mendocino County Fairgrounds in Boonville. The technical conference and grand tasting will be on February 9, followed by an authentic Alsatian Winemakers Dinner. On February 10, local wineries will host open houses with music, food, tastings and educational seminars.

MEDIA CONTACT: MARK SEJVAR, HYPEHOUSE, INC., (415) 788-4114, MARK@HYPEHOUSE.COM.

PUBLIC CONTACT: SCOTT SCHNEIDER, MENDOCINO COUNTY LODGING ASSOCIATION, ADMIN@MCLA.INFO, (707) 964-9010, WWW.GOMENDO.COM.

Restoration and Remodeling at MacCallum House

MacCallum House is a collection of world-class properties all located in the historic and tranquil village of Mendocino. The Main Property, an 1882 Victorian, is a historic landmark. The dining room and cafe have been updated, maintaining the Victorian charm with its riverstone fireplaces but bringing a fresh, contemporary feel to the rooms. A recent acquisition is the historic Mendocino Village Inn, another stately 1882 mansion set on Main Street. The first stage of an extensive remodel of the entire inn is nearing completion. Major restoration of three of the six accommodations in the barn on the Main Property has also recently been completed, providing elegant yet quintessential Mendocino lodging with views to the ocean and two acres of gardens. In addition, the vintage three-story water tower on the Main Property has been completely redone. Built in the late 1800s, the three-story tower has a working redwood tank on the very top and the original hand-dug well, 50 feet below, still produces water.

MEDIA CONTACT: JUDE LUTGE, MACCALLUM HOUSE INN & RESTAURANT, (707) 937-3719, JUDE@MACCALLUMHOUSE.COM, WWW.MACCALLUMHOUSE.COM.

PUBLIC CONTACT: HERMAN SEIDELL, MACCALLUM HOUSE INN & RESTAURANT, (707) 937-0289, HERMAN@MACCALLUMHOUSE.COM, WWW.MACCALLUMHOUSE.COM.

"Terrific" Wine Tours in Sonoma County

Terrific Tours provides each guest with a fun-filled and hands-on approach to wine tasting in Sonoma County. Tour guides will show you the best wineries in the area, and give you pointers on how to taste wine, how it is made and why grapes grow so well in Sonoma County. This unique approach limits each wine tour to an intimate group of ten guests (special care is taken to place individuals in a harmonious group), and includes a fabulous gourmet lunch and most tasting fees for only \$95. Terrific Tours can also accommodate requests for limousine service or larger private groups. Tour guides are not just chauffeurs—they are industry professionals and provide one of the most comprehensive wine tours in Sonoma County. Terrific Tours ensures that every guest has the richest experience possible; the guide accompanies the group into each winery to be available to answer questions as they arise. Having locals drive ensures that our guests arrive safely and efficiently get from one Sonoma County winery to the next. Terrific Tour Guides personally take guests behind the scenes to give them a first-hand look at how wine is made, and demonstrate how to love it more! Terrific Tours will leave people enlightened and rewarded with the perfect Sonoma wine experience!

MEDIA CONTACT: MARSHA TRENT, PETALUMA VISITORS PROGRAM, (707) 769-0429, MTRENT@VISITPETALUMA.COM, WWW.VISITPETALUMA.COM.

PUBLIC CONTACT: (707) 658-2748, WWW.TERRIFICTOURS.COM



Discover History at New Brighton State Beach

A series of new wayside panels installed at the park's campfire center complement the park's recent new Pacific Migrations Visitor Center opening. Written by local historian Sandy Lydon, the panels share some of the most interesting features of New Brighton State Beach. Visitors discover the story of "China Beach" and the 1880s Chinese Fishing Village built at the base of the cliffs. A second panel reviews the history of the California Conservation Corps and their role in the early days of building the park. Another panel

explains the presence of tens of thousands of offshore migratory birds, the Sooty Shearwaters. In addition, a new touch-screen monitor spotlighting local park information has been added to the visitor center.

MEDIA CONTACT: JODI APELT/ELIZABETH HAMMACK, CALIFORNIA STATE PARKS—SANTA CRUZ DISTRICT, JAPELT@PARKS.CA.GOV OR EHAMM@PARKS.CA.GOV, WWW.SANTACRUZSTATEPARKS.COM.

PUBLIC CONTACT: JEFF BARNES, PARK INTERPRETER, (831) 464-5620.

Cirque du Soleil's KOOZA Makes U.S. Premiere in San Francisco

Cirque du Soleil's newest touring show, KOOZA will make its U.S. premiere in San Francisco on November 16, 2007. A combination of two circus traditions, acrobatic performance and the art of clowning, KOOZA is Cirque du Soleil's 20th production. The two-and-a-half-hour show, including a 30-minute intermission, features The Innocent, a melancholy loner in search of his place in the world. His journey will place him in contact with a cast of comic characters, including The King, The Trickster, The Pickpocket, The Obnoxious Tourist and his Bad Dog. Performances take place under the Grand Chapiteau (Big Top) at AT&T Park. Tickets are currently available through December 30, 2007; additional shows may be added. An engagement in San Jose will also follow, beginning January 31, 2008.

MEDIA CONTACT: ED KILEY, (415) 296-0677, EDK@CHARLESZUKOW.COM.

PUBLIC CONTACT: (800) 678-5440, WWW.CIRQUEDUSOLEIL.COM.

San Francisco Zoo and Fisher-Price® Strengthen Commitment to Youth Education

Bay Area toddlers have another reason to be excited when it comes to learning about animals and nature with the grand opening of the first-ever Fisher-Price® Little Learners' Log Cabin at the historic San Francisco Zoo. The 840-square-foot education cabin, which opened on October 17, 2007, is the result of a three-year collaborative agreement between Fisher-Price, the leading brand of infant and preschool toys in the world, and the San Francisco Zoo—with the intent of inspiring care for wildlife through age-appropriated play-

based learning. Nestled in a 3,000-square-foot wooded grove site at the Children's Zoo, the Fisher-Price Little Learners' Log Cabin is filled with multi-sensory learning tools including a toddler library, tactile tables, animal-based toys, and animal-designed toddler tables and chairs. Made of recycled logs and lumber, the eco-friendly education center is decorated with Fisher-Price shadow boxes showcasing replicas of the 77-year-old company's original line of wooden toys.

MEDIA CONTACT: PAUL GARCIA, SAN FRANCISCO ZOO, (415) 753-7174, PAULG@SFZOO.ORG.

PUBLIC CONTACT: (415) 753.7073, WWW.SFZOO.ORG/EDUCATION.

Prominent Fisherman's Wharf Hotel Unveils Dramatic Renovation

In a stark departure from the traditional waterfront area theme, the Sheraton Fisherman's Wharf's \$33-million renovation debuts a sophisticated style that opens the hotel up to its surroundings with a bright, flowing design. The 529-room hotel is one of the largest hospitality complexes in San Francisco's most popular tourism area. Its new design features renovated guestrooms and common areas, as well as a unique new ballroom and a landscaped outdoor courtyard for private parties. The renovated hotel also features an outdoor living room that is an extension of the lobby, with fire pits and seating areas. The main enhancement to the hotel's meeting space is the addition of the 2,731-square-foot Embarcadero Room. This ballroom offers an outside foyer that also includes an outdoor living room and fire pits.

MEDIA CONTACT: ELLEN EASON, EASON COMMUNICATIONS LLC, (415) 242-5244, ELLEN@EASONCOM.COM, WWW.EASONCOM.COM.

PUBLIC CONTACT: CHRIS AHLBERG, SHERATON FISHERMAN'S WHARF, (415) 362-5500, CHRIS.AHLBERG@IHRCO.COM, WWW.SHERATON.COM/FISHERMANSWHARF.

"Mission to the Deep" Exhibit Opens in Monterey

In the Monterey Bay Aquarium's newest permanent exhibition, "Mission to the Deep," visitors can learn about underwater robots and other high-tech tools used to explore the deep sea by the aquarium's sister institution, the Monterey Bay Aquarium Research Institute (MBARI). The new exhibit features high-definition video of deep sea animals and hands-

on displays that let visitors take the controls on simulated "missions" to explore the largest and most mysterious habitat on Earth. The exhibit opened September 15, 2007, and is included with Aquarium admission.

MEDIA CONTACT: KEN PETERSON, MONTEREY BAY AQUARIUM, (831) 648-4922, KPETERSON@MBAYAQ.ORG, WWW.MONTEREYBAYAQUARIUM.ORG.

PUBLIC CONTACT: MONTEREY BAY AQUARIUM, (831) 648-4888, WWW.MONTEREYBAYAQUARIUM.ORG.

Step Back in Time at Meder House

Visitors to Wilder Ranch State Park's Cultural Preserve, north of Santa Cruz, will have the opportunity to step back in time and touch, see and experience what life was like at this turn-of-the-century dairy operation when they participate in activities at the newly renovated historic Meder House. Unlike most museums, where children are encouraged to keep their eyes open and their hands in their pockets, children and visitors will participate in living history programs using replica furnishings and supplies to experience for themselves the day-to-day life of a ranch hand on a coastal dairy farm.

MEDIA CONTACT: JODI APELT/ELIZABETH HAMMACK, CALIFORNIA STATE PARKS—SANTA CRUZ DISTRICT, JAPELT@PARKS.CA.GOV OR EHAMM@PARKS.CA.GOV, WWW.SANTACRUZSTATEPARKS.COM.

PUBLIC CONTACT: (831) 426-0505, WWW.SANTACRUZSTATEPARKS.COM.

Nick's Cove & Cottages Opens at Tomales Bay

Nick's Cove, the beloved cabins and restaurant that delighted Highway One travelers with funky quarters, BBQ oysters, and the freshest seafood hauled in by local fishermen until 1999, has been lovingly brought back to life by Pat Kuleto, in partnership with acclaimed chef Mark Franz. Opened in summer 2007, the new Nick's Cove & Cottages in Marshall feature luxury cottages located on or over the water, a 400-foot pier with docking for local fishermen, an artful array of antique boating memorabilia and the fully restored 130-seat, indoor/outdoor Nick's Cove restaurant with its spectacular views of Tomales Bay, long celebrated as one of the California coast's most pristine settings.

MEDIA CONTACT: SIAN PARRY, (415) 394-6500, SIAN@GLOWDOWNEAD.COM.

PUBLIC CONTACT: (415) 663-1033, (866) 63-NICKS, WWW.NICKSCOVE.COM.

InterContinental Hotel to Open in February 2008

The 32-story, 550-room InterContinental San Francisco is under construction at 888 Howard St., adjacent to Moscone West. The hotel will include a street-level restaurant and bar wrapping around the corner of Fifth and Howard streets in an L-shape; 46,000 square feet of meeting and pre-function space; spa; swimming pool located on the sixth floor; and parking. Continental Development Corp., the current owner of the site, has formed a joint venture with Hampshire Properties for the development of this hotel and has contracted with the InterContinental Hotels Group to operate the property. Construction started in July 2005 and an opening in February 2008 is anticipated.

MEDIA CONTACT: CONNIE PEREZ,
(415) 616-6964, CONNIE.PEREZ@IHG.COM.

PUBLIC CONTACT: SAN FRANCISCO VISITOR INFORMATION CENTER, (415) 391-2000,
VICI@SANFRANCISCO.TRAVEL,
WWW.ONLYINSANFRANCISCO.COM.

Ice Rink Added to Reindeer Romp

From November 17, 2007, through December 31, 2007, Santa's special reindeer—Holly, Velvet, Peppermint and Belle—will return to the Bay Area to once again bring the spirit of the season to children of all ages for the third annual Reindeer Romp at the San Francisco Zoo. New this year to the Reindeer Romp is the Zoo's Ice Skating Rink. Entry and skate rental is \$4-\$6 per skater, and all levels of ice skating experience are welcome. Throughout the month-long Reindeer Romp event, a number of different holiday-themed activities will occur. On weekends, beginning November 24 through December 23, the Zoo will conduct its traditional "presents for the animals" demonstration, where critters big and small receive wrapped boxes with some of their favorite fruits and vegetables. Visitors also are invited to design antlers to wear for a nominal fee and participate in the Zoo's Adopt-an-Animal program, which makes a great holiday gift. The Reindeer Romp is free with paid Zoo admission and is available daily, rain or shine.

MEDIA CONTACT: PAUL GARCIA, SAN FRANCISCO ZOO, (415) 753-7174, PAULG@SFZOO.ORG.

PUBLIC CONTACT: SAN FRANCISCO ZOO,
(415) 753-7080, WWW.SFZOO.ORG.

Historic Walking Tour Brochure for Santa Cruz Beach Boardwalk

A new Historic Walking Tour brochure is available to help guide visitors through the Santa Cruz Beach Boardwalk's colorful past. The new brochure, available only at the Boardwalk, includes points of interest and fun facts and is coordinated with new interpretive signs located throughout the park. The Santa Cruz Beach Boardwalk is known as one of the last of the great seaside amusement parks remaining in the United States, and was recently recognized as the Best Seaside Amusement Park in the world by the amusement park industry. The 100-year-old seaside amusement park is home to two national historic landmarks: the 1924 Giant Dipper wooden roller coaster and the 1911 Loeffl Carousel. The entire facility is a California historic landmark.

MEDIA CONTACT: BRIGID FULLER, SANTA CRUZ BEACH BOARDWALK & COCOANUT GROVE,
(831) 460-3349, PUBLICITY@SCSEASIDE.COM,
WWW.BEACHBOARDWALK.COM.

PUBLIC CONTACT: SANTA CRUZ BEACH BOARDWALK,
(831) 426-7433, WWW.BEACHBOARDWALK.COM.

De Young Museum Showcases Louise Nevelson Works

"The Sculpture of Louise Nevelson: Constructing a Legend" will be on view at the de Young Museum, October 27, 2007, through January 13, 2008. During her lifetime, Nevelson (1899–1988) was recognized as a prominent sculptor. Her large-scale works dealing with personal themes such as immigration, marriage, death and loss were equal to her larger-than-life personality. Many of her works are constructed from wood she salvaged, assembled with nails and glue, and then covered with monochromatic spray paint. This exhibition, the first of its kind in more than 20 years, uses 70 pieces to look behind Nevelson's persona and at her work. Several of the pieces are being viewed for the first time in many years.

MEDIA CONTACT: MARY JO BOWLING,
(415) 750-3553, JBOWLING@FAMSF.ORG.

PUBLIC CONTACT: (415) 863-3330, WWW.FAMSF.ORG.

Experience the Coast at Pigeon Point

New exhibits light up the Fog Signal Building, showing visitors the history of one of the West Coast's tallest lighthouse. The exhibits tell the stories of the lighthouse, its keepers, and the ships that have gone down, including the downed clipper ship Carrier Pigeon, which gave Pigeon Point its name. Come explore the coast and stop in to see the new exhibits Fridays through Sundays from 10:30 a.m. to 4:00 p.m. A model lighthouse helps visitors take a closer look at the tower. Pigeon Point Lighthouse stands at an astounding 115 feet in height, with its First-Order, 8,000-pound Fresnel Lens containing 1,008 glass prisms. The exhibits were developed as part of a joint project with the National Oceanic and Atmospheric Administration (NOAA), the San Mateo Coast Natural Historical Association and California State Parks.

MEDIA CONTACT: ELIZABETH HAMMACK, CALIFORNIA STATE PARKS—SANTA CRUZ DISTRICT,
(650) 879-2120, EHAMM@PARKS.CA.GOV,
WWW.SANTACRUZSTATEPARKS.COM.

PUBLIC CONTACT: (831) 426-0505,
WWW.SANTACRUZSTATEPARKS.COM.

Sheraton Gateway Hotel SFO Nears Completion of Renovation

The hotel is fast-forwarding to a very bold new guest experience that combines graceful simplicity with a full range of hospitality services and features that appeal to tech-savvy travelers. The \$17-million upgrade, scheduled for completion in early 2008, features rooms that overlook San Francisco Bay or the surrounding hillsides. With the GuestLink accessory, a Sheraton SFO exclusive, guests will be able to plug digital devices like iPods, PDAs and laptops into the TV and use the TV screen as a large computer screen.

MEDIA CONTACT: ELLEN EASON, EASON COMMUNICATIONS LLC, (415) 242-5244,
ELLEN@EASONCOM.COM, WWW.EASONCOM.COM.

PUBLIC CONTACT: KAY SAMOLY, SHERATON GATEWAY HOTEL SAN FRANCISCO AIRPORT, (650) 340-8500,
KSAMOLY@SHERATONSFO.COM,
WWW.SHERATONSFO.COM.

Private Tours on the Prowl

Silver Lion Service is a new tour service providing customized and personalized tours for up to six guests. The owner likens it to the visitor being shown the sights by a local family member, with the ambiance of a "self-drive" tour without having to drive. Perfect for wine tasting excursions, there is an extensive list of prearranged tours, as well as special tours to anywhere in the Greater Bay Area. Tours may be booked directly or through local concierges; advance reservations are required.

MEDIA CONTACT: HOLGER VAN DEUN,
(415) 269-1809, SILVERLIONSERVICE@MAC.COM.

PUBLIC CONTACT: (415) 265-1809,
(800) 227-2745, SILVERLIONSERVICE@MAC.COM,
WWW.SILVERLIONSERVICE.COM.

New Spanish Language Guidebook Available for San Francisco Travel Planning

Portada has added a new visitors guide for the Spanish-speaking visitor: Descubre San Francisco en Español. The free monthly guide is available at more than 240 hotels in San Francisco, airports, select retail shopping centers and the Visitor Information Center of the San Francisco Convention & Visitors Bureau. The guide is also available online. Maps, general information, neighborhood descriptions, transit tips and information on areas beyond San Francisco are covered in the guide. The magazine is distributed to outbound passengers at local airports by Mexicana Airlines; inbound passengers from Mexico (and soon Spain) receive the visitors guide. It is also distributed to travel trade professionals in Mexico.

MEDIA CONTACT: JESUS MARQUEZ,
(415) 315-9723, INFO@PORTADAUS.COM.

PUBLIC CONTACT: WWW.DESCUBRESF.COM.



Guesthouse International Inn & Suites Opens in Downtown Bakersfield

An artsy, intimate 50-room hotel property in downtown Bakersfield was recently renovated to become the first boutique-style accommodations in the city. With the commitment of local investors and partnership

with a national brand, the Guesthouse International Inn & Suites is now open, giving new life to an existing, retro-style hotel property and offering a unique lodging option for visitors. The inn can accommodate guests desiring either two double beds or a king-size mattress at rates around \$89 a night. There is also one poolside suite and two meeting rooms that can seat up to 40 people, as well as alternative accommodations across the street for long-term guests in a bungalow and fourplex apartment-style building. The original building, located on Bakersfield's main street, had a funky, retro feel with a raised courtyard and pool in the center. The renovations have enhanced the artful look, with Harlequin-style flooring in shades of beige and chocolate brown, and classic black-and-white photos in the hallways and guestrooms. For travelers who require excellent service and economy-driven accommodations, centrally located just 1 mile from the Convention Center, the new Guesthouse International Inn and Suites will be the place to stay.

MEDIA AND PUBLIC CONTACT: ANDREW BLANTON,
GUESTHOUSE INTERNATIONAL INN & SUITES,
(661) 327-7126, WWW.GUESTHOUSEINTL.COM.

Culture and Heritage in Downtown Fresno

Visitors to Fresno County can now find three electronic brochures that highlight tours of Downtown Fresno's greatest cultural and heritage treasures. Guides to Courthouse Park, the Fulton Mall and Ethnic Sacred Places are now available to visitors on the Fresno County Office of Tourism Web site. The Courthouse Park Walking Tour guides visitors down the shaded walks of this historic park, created in 1874. The park is filled with landmarks and memorials paying tribute to the individuals and events that shaped Fresno County. On the Fulton Mall Walking Tour, visitors learn the story behind the amazing art and architecture that makes the mall so unique. Ethnic Sacred Places allows visitors to learn more about the heritage of five houses of worship located in Downtown Fresno. These Sacred Places range from Holy Trinity Armenian Apostolic Church built in 1914, to the more recent Tam Bao Tu Temple, completed in 1995. All of these downtown landmarks represent the culture and heritage of the Fresno region.

MEDIA AND PUBLIC CONTACT: KRISTI JOHNSON,
FRESNO COUNTY OFFICE OF TOURISM,
(559) 262-4271, KGJOHNSON@CO.FRESNO.CA.US,
WWW.GOFRESNOCOUNTY.COM.

Delta River Cruises Return to Downtown Stockton

After a nearly two-decade hiatus, visitors can now cruise the San Joaquin Delta aboard Delta River Cruise's 149-passenger catamaran, the "Princess of Whales," which features two decks and a full galley with a tasty menu and a full bar. Cruises are offered year-round and include guided sightseeing cruises, dinner cruises, mystery cruises, day-long cruises to San Francisco and special event cruises. The ship is also available for special events, weddings and private meetings.

MEDIA CONTACT: WES RHEA, STOCKTON
CONFERENCE & VISITORS BUREAU,
(209) 337-2721, WES@STOCKTONCHAMBER.ORG,
WWW.VISITSTOCKTON.ORG.

PUBLIC CONTACT: DELTA RIVER CRUISES,
(916) 399-9342, DELTARIVERCRUISE@SBCGLOBAL.NET,
WWW.DELTARIVERCRUISE.COM.

Exhibition and Sale at The Haggin Museum in Stockton

The Plein-Air Painters of America (PAPA) will hold their 2007 Exhibition & Sale at The Haggin Museum in Stockton from October through January 6, 2008. This marks the first time in 20 years that the event will be held at The Haggin Museum. There will be more than 140 artworks on display, contributed by 31 PAPA member artists plus honorary member John Stobart, emeritus member Peter Adams, founding emeritus member Denise Burns and six guest artists: Clyde Aspevig, Len Chmiel, Gil Dellinger, Tim Lawson, Jim Morgan and Peggy Root. Members will showcase their best plein-air paintings created over the year that represent meaningful statements as well as beautiful artworks.

MEDIA CONTACT: THE HAGGIN MUSEUM,
(209) 940-6312, WEBMASTER@HAGGINMUSEUM.ORG,
WWW.HAGGINMUSEUM.ORG.

PUBLIC CONTACT: THE HAGGIN MUSEUM,
(209) 940-6300, INFO@HAGGINMUSEUM.ORG,
WWW.HAGGINMUSEUM.ORG.

Hampton Inn & Suites Hotel Opens in Madera

Hampton Inn & Suites Hotel Madera is opening on December 15. The hotel is located at 3254 Airport Drive and will include beautifully appointed rooms and suites complete with refrigerator, microwave, coffemaker, flat-screen TV, free DSL, and complimentary deluxe, hot continental

breakfast. Special honeymoon suites are available with step-up Jacuzzi bathtub in bedroom. Triple AAA, corporate, sport and wedding rates available.

MEDIA AND PUBLIC CONTACT: ANNA SHUMATE, HAMPTON INN & SUITES HOTEL MADERA, (559) 661-0910, ANNA.SHUMATE@HILTON.COM, WWW.HAMPTONINN.COM

Oakdale Cowboy Museum Opens New Historical Exhibit

The Oakdale Cowboy Museum opened its newest exhibit, "Stone Fences and Corrals in the South Central Nevada Foothills: A Living History," on October 20, 2007 and runs through May, 2008. The exhibit brings to life the stone fences and corrals that are scattered throughout the Sierra Nevada foothills. These structures stand in the open range land as reminders of California's hardworking past. Interviews and research collected for the exhibit explain the cowboy history of the region and how it is being carried forward into the present. The Oakdale Cowboy Museum is open Monday through Saturday from 10 a.m. to 2 p.m.

MEDIA AND PUBLIC CONTACT: CHRISTIE CAMARILLO, OAKDALE COWBOY MUSEUM, (209) 847-5163, CHRISTIE@OAKDALECOWBOYMUSEUM.ORG, WWW.OAKDALECOWBOYMUSEUM.ORG

Visalia Community Players Return to Historic Ice House Theatre

The Visalia Community Players return to the historic Ice House Theatre for their 51st season of theatrical productions. The 2007–2008 season includes an entertaining lineup of musicals and comedic and dramatic plays such as *A Good Man* (comedy), November 2–17, 2007; *Bedside Manners* (comedy), February 29, 2008, through March 15, 2008; and *The Diary of Anne Frank* (drama), April 18, 2008, through May 3, 2008. Evening performances begin at 7:30 p.m., Thursday through Saturday. Sunday matinees begin at 2 p.m. Tickets are \$10 for adults and \$5 for students. Group rates and special performances are available.

MEDIA CONTACT: CAROLE FIRSTMAN, VISALIA COMMUNITY PLAYERS, (559) 786-3313, CFIRSTMAN@SBCGLOBAL.NET

PUBLIC CONTACT: KEITH LINDERSMITH, VISALIA COMMUNITY PLAYERS, (559) 734-3900, NDERS@MSN.COM, WWW.VISALIAPLAYERS.ORG

Wonder Valley Ranch Resort Unveils New Events Building

Wonder Valley Ranch Resort and Conference Center in the Sierra foothills, minutes east of Fresno, opened its new 6,200-square-foot Events Building in October 2007. The building will add 4,000 square feet of meeting space to the conference center's group function facilities, as well as a dining room for leisure travelers. Also under construction is an outdoor wedding and reception venue overlooking Dalton Pond. The site, scheduled for completion in spring 2008, will also be suitable for family reunions and large group activities.

MEDIA AND PUBLIC CONTACT: VONDA HUTCHINSON, WONDER VALLEY CONFERENCE CENTER AND RANCH RESORT, (559) 787-2551 OR (800) 821-2801, VONDA@WONDERVALLEY.COM, WWW.WONDERVALLEY.COM



Go Green at Roseville Utility Exploration Center

The Roseville Utility Exploration Center, scheduled to open January 27, 2008, will offer high-tech, hands-on exhibits on a variety of topics ranging from electricity and water conservation to reducing solid waste and storm water pollution. Take a stroll through the Green Home to learn how you can save money and the earth at the same time. The exhibits are designed for both adults and children, and will be open and free to the public Tuesday through Saturday. Family exploration labs will introduce environmental concepts to children. Technology workshops will offer homeowners, business owners and the professional trades classes in photovoltaic (solar) energy, xeriscaping, building with recycled products and other practical topics from industry leaders. The Exploration Center shares a new LEED-certified building with the Martha Riley Community Library and Public Access Studio in 225-acre Mahany Regional Park.

MEDIA CONTACT: BOB GARRISON, ROSEVILLE PARKS & RECREATION DEPARTMENT, (916) 746-1254, BGARRISON@ROSEVILLE.CA.US, WWW.ROSEVILLE.CA.US/EXPLORE

PUBLIC CONTACT: (916) 746-1550, WWW.ROSEVILLE.CA.US/EXPLORE

2007 Inductees to Be Honored at the California Hall Of Fame

The accomplishments of the 2007 inductees will become part of the permanent record in the California State Archives and their unique stories and personal achievements showcased in an exhibit opening December 6, 2007. The California Hall of Fame is a groundbreaking initiative that celebrates the inspirational contributions of extraordinary Californians who have made their mark on the state, the nation and the world. The 2006 inaugural class includes Ronald Reagan; César Chávez; Walt Disney; Amelia Earhart; Clint Eastwood; architect Frank Gehry; noted AIDS researcher David Ho, M.D.; Billie Jean King; John Muir; Sally Ride, Ph.D.; Alice Walker; and the Hearst and Packard Families.

MEDIA CONTACT: KELLY BITZ, THE CALIFORNIA MUSEUM, (916) 653-5864, KBITZ@SOS.CA.GOV

PUBLIC CONTACT: THE CALIFORNIA MUSEUM, (916) 653-7524, INFO@CALIFORNIAMUSEUM.ORG, WWW.CALIFORNIAMUSEUM.ORG

Exhibit Opens at the Crocker Art Museum

A special exhibit—"Edwin Deakin: California Painter of the Picturesque"—opens on January 26, 2008, and runs through April 20, 2008. Edwin Deakin is an important early California painter who captured California's early architecture, particularly the missions, as well as European landscapes and the vanishing California wilderness. Equally gifted at still-life painting, Deakin also produced lavish depictions of fruit and flowers. This exhibition, which includes nearly 50 paintings and rarely seen works on paper that span the breadth of his career, is the first comprehensive showing of his work since his death.

MEDIA CONTACT: LEANNE RUZZAMENTI, CROCKER ART MUSEUM, (916) 808-1963, LRUZZAMENTI@CITYOFSACRAMENTO.ORG

PUBLIC CONTACT: CROCKER ART MUSEUM, (916) 264-5423, CAM@CITYOFSACRAMENTO.ORG, WWW.CROCKERARTMUSEUM.ORG

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The Chateau at Heavenly Village

This new under-construction condo/hotel, 11.53-acre redevelopment, is under way to include two luxury condo-hotels, a 16,000-square-foot RockResorts Spa, a 50,000-square-foot convention center with 21,000-square-foot pre-function area, a 1.5-acre park, and a collection of shops and restaurants. The Chateau at Heavenly Village is located at the California state line across from Heavenly Village and the Heavenly Gondola, adjacent to Harveys Lake Tahoe Casino & Resort. The Chateau will be completed in winter 2009 and will be operated by Vail Resorts' subsidiary, RockResorts.

MEDIA CONTACT: JENNIFER BOYD, WEIDINGER PUBLIC RELATIONS, (775) 588-2412, JENNIFER@WEIDINGERPR.COM.

PUBLIC CONTACT: LAKE TAHOE VISITORS AUTHORITY, (530) 544-5050, WWW.BLUELAKETAHOE.COM.

North Lake Tahoe Web Site Features Live Action Video Segments

Visitors to North Lake Tahoe are logging on and checking out live-action activities via the North Tahoe Minute, a bi-weekly video segment found on the North Lake Tahoe Visitors Bureaus' Web site at www.GoTahoeNorth.com. Created in partnership with Tahoe City-based New Tahoe Company LLC, the professionally shot North Tahoe Minute provides a snapshot of upcoming special events, as well as recreational activities and recent summer scenes. The program, which was launched last summer, has been viewed more than 15,000 times since January, and is also the No. 1 Lake Tahoe podcast on iTunes. The goal is to encourage travelers to keep coming back to the site for what's new. Local businesses and travel-oriented Web sites can also feature the North Tahoe Minute at no charge.

MEDIA CONTACT: PETTIT GILWEE, GILWEE PUBLIC RELATIONS, (530) 583-2138, PETTIT@GILWEEPR.COM.

PUBLIC CONTACT: NORTH LAKE TAHOE VISITORS BUREAU, WWW.GOTAHOENORTH.COM.

New Adventure Tour Offered by the Evergreen Lodge

In December 2007, the Evergreen Lodge at Yosemite will introduce the Rim of the Valley Snowshoe Adventure, a unique guided Yosemite snowshoe trip. This new guided adventure, provides Yosemite visitors with an unforgettable day of absolutely stunning vistas. The Rim of the Valley Snowshoe Adventure follows one of the prettiest trails to one of the finest overlooks in all of Yosemite: Dewey Point. The route takes snowshoers up and down small forested ridges and through snow-covered meadows to the breathtaking Dewey Point. There, incomparable views of El Capitan, Yosemite Valley, Three Brothers and other famous Yosemite landmarks await. Dewey Point also provides stunning vistas of the snow-covered peaks in the northern high country, including Mt. Conness and Mt. Hoffman, as well as the peaks of the Clark Range, which form the southern border of Yosemite. Throughout the day, naturalist guides share their intimate knowledge of the park and make sure trip-goers have a fun, inspiring and educational experience. Advance reservations required.

MEDIA CONTACT: LEE ZIMMERMAN, EVERGREEN LODGE, (415) 609-2222, LEEZ@EVERGREENLODGE.COM.

PUBLIC CONTACT: LESLI BROWN, EVERGREEN LODGE, (209) 379-2606 OR (800) 93-LODGE, LESLIB@EVERGREENLODGE.COM, WWW.EVERGREENLODGE.COM.

Heritage Plaza Brings Activities Downtown

The North Lake Tahoe community is getting a facelift. The new Heritage Plaza in Tahoe City now features picnic tables and amphitheatre-style seating with expansive vistas of the lake, ideal for coffee breaks and small meetings. The street-side plaza is adjacent to the historical Watson Cabin Museum and Commons Beach, and was designed to bring the bustling beachfront events and activities into downtown. Businesses and organizations are also collaborating to bring a Main Street program to Kings Beach and neighboring North Lake Tahoe communities of Crystal Bay, Tahoe Vista and Carnelian Bay.

MEDIA CONTACT: PETTIT GILWEE, GILWEE PUBLIC RELATIONS, (530) 583-2138, PETTIT@GILWEEPR.COM.

PUBLIC CONTACT: NORTH LAKE TAHOE VISITORS BUREAU, WWW.GOTAHOENORTH.COM.

Heavenly Goes Organic This Season

Heavenly Mountain Resort will be satisfying its guests' appetite for life by serving natural, hormone-free meats and poultry and organic dairy products in its seven on-mountain restaurants, beginning with the 2007–2008 ski season. As part of the Good Food on a Grand Scale initiative under parent company Vail Resorts, Inc., Heavenly, with other Vail Resorts properties, will serve more meals made with natural meats and certified organic dairy products each year than any other restaurant operator in North America. The effort will be the largest undertaking to offer these products in the travel industry. To accomplish this unprecedented effort, Vail Resorts has created the Good Food Partnership with Coleman Natural Foods LLC and WhiteWave Foods Company, maker of Horizon Organic dairy products and Silk soymilk products. The addition of these quality, organic products will bring Heavenly's food quality to the next level and set the bar for the mountain resort food experience. Heavenly will be the only resort at Lake Tahoe to extend this level of healthy options to their guests. While approximately 90 percent of its fresh meats and 87 percent of its fresh dairy needs will be organic for the 2007–2008 season, the sheer size and unprecedented nature of this effort has prevented the sourcing of certain items in sufficient quantities, such as eggs and ice cream.

MEDIA CONTACT: RUSS PECORARO, HEAVENLY MOUNTAIN RESORT, (775) 586-4451, RPECORARO@VAILRESORTS.COM, WWW.SKIHEAVENLY.COM.

PUBLIC CONTACT: WWW.VAILRESORTS.COM/APPETITEFORLIFE AND WWW.SKIHEAVENLY.COM.

Helicopter Tours Offer Spectacular Sights

Full-moon tours and airborne wedding are what's up. New tours with HeliTahoe Helicopter Services provide spectacular views of the moon shimmering over the water, along with new adventurous ways to celebrate that special day aboard Heli Weddings. This winter, HeliTahoe plans to expand its training program, becoming the only helicopter training center between Reno and Las Vegas.

MEDIA CONTACT: JENNIFER BOYD, WEIDINGER PUBLIC RELATIONS, (775) 588-2412, JENNIFER@WEIDINGERPR.COM.

PUBLIC CONTACT: (530) 544-2211, WWW.HELITAHOE.COM.

Heavenly Mountain Resort Offers New Thrills

With its recently-approved Master Plan Amendment in hand, this winter Heavenly Mountain Resort will fire the opening salvo in what is expected to be 10 years of continual resort improvements. Guests can look forward to a steady stream of new lifts, on-mountain restaurants, lodging and base villages that will greatly improve the overall experience at one of Lake Tahoe's leading destination resorts. The new Olympic Express lift will debut on December 7, 2007. The new trails off Olympic Express offer different levels of tree skiing, allowing skiers and riders to progress as they gain confidence and experience. Also new this winter will be the Heavenly Flyer at Adventure Peak. This elevated zip-line cable ride will take guests on a 50-mile-an-hour thrill ride from the top of Tamarack Express back to the top of the Gondola—a vertical drop of 525 feet. At 3,100 feet, the Heavenly Flyer will be the longest zip line in the lower 48 U.S. states. The Heavenly Flyer will debut in mid-December. Heavenly is also building on what is the largest grooming and snowmaking operation on the West Coast, adding three new snow cats and 11 new fan guns, allowing Heavenly to offer Lake Tahoe's finest snow surface conditions.

MEDIA AND PUBLIC CONTACT: RUSS PECORARO, HEAVENLY MOUNTAIN RESORT, (775) 586-4451, RPECORARO@VAILRESORTS.COM, WWW.SKIHEAVENLY.COM.

Upscale Resort Hotel Opens in Mono County

The new Westin Monache, a 230-unit condo-hotel built by Starwood Hotels & Resorts and Intrawest, is opening ahead of the 2007–2008 ski season. The Monache will be Mono County's first full-service, upscale resort hotel. Located in the Village at Mammoth adjacent to the 15-passenger Village Gondola, the Monache will feature a full-service restaurant, 24-hour room service, ski valet, rental shop, pool, hot tubs, fitness center, underground parking and more than 2,000 square feet of meeting space.

MEDIA CONTACT: JOHN POIMIROO, APR POIMIROO & PARTNERS, (916) 933-8860, JOHN@POIMIROO.COM.

PUBLIC CONTACT: MONO COUNTY TOURISM COMMISSION, (800) 845-7922, TOURISM@MONOCOUNTY.ORG, WWW.MONOCOUNTY.ORG.

in Mammoth Lakes

80/50 Mammoth is named for its elevation at 8,050 feet. This new private residence club in Mammoth Lakes lifts the concept of resort home ownership to luxurious heights. 80/50 Mammoth is situated steps from gourmet restaurants, boutiques and the Village Gondola. The first four units, contained within another private residence club called Talus, sit on the 10th fairway of the Sierra Star Golf Course in Mammoth Lakes with views toward Lincoln Mountain. Designer Eric Fishburn used fine quality materials to craft homes of high detail and workmanship. An additional 19 units are planned.

MEDIA CONTACT: JOHN POIMIROO, APR POIMIROO & PARTNERS, (916) 933-8860, JOHN@POIMIROO.COM.

PUBLIC CONTACT: MONO COUNTY TOURISM COMMISSION, (800) 845-7922, TOURISM@MONOCOUNTY.ORG, WWW.MONOCOUNTY.ORG.

Kirkwood Mountain Resort Updates

This year marks the 35th anniversary of Kirkwood Mountain Resort with new exclusive programs and events including an innovative carpool forum, full-service family facility, terrain features and opening day scheduled for November 24, 2007. To kick off the season, Kirkwood and Montbleu Resort Casino & Spa will host a showing of some of the best adventure films of the year, including special segments dedicated to Kirkwood's 35 years. The party continues January 5–6, 2008, with special lift and lodging deals for Subaru's Master the Mountain and 6 Summit Peak Pursuit, plus a special editor's cut of the Tahoe Adventure Film Festival. Kirkwood will turn the Mokelumne trail into a season-long skier/boarder X course for both athlete training and general public use. Kirkwood is also creating a new carpool forum where guests can conserve energy, save gas money, help reduce traffic, and receive Kirkwood rewards and incentives from big names like O'Neill, Marmot, CLIF Bar and Subaru. Kirkwood will sell Green Tags at the ticket window to help develop new wind power generation facilities in the U.S. Kirkwood has pledged to match the total sales of Green Tags for the ski season.

MEDIA CONTACT: ALLON COHNE, KIRKWOOD MOUNTAIN RESORT, (209) 258-6000, ACOHNE@KIRKWOOD.COM, WWW.KIRKWOOD.COM.

PUBLIC CONTACT: KIRKWOOD MOUNTAIN RESORT, (209) 258-6000, INFO@KIRKWOOD.COM, WWW.KIRKWOOD.COM.

New Private Residence Clubs OH! Card at June Mountain

New to the June Mountain ski area this winter is the OH! Card. With every purchase of a lift ticket, skiers/boarders will be given an OH! Card, good for savings of up to 30 percent off dining, lodging, gasoline, guided backcountry skiing, snowmobiling, shopping and spa services in the June Lakes area.

MEDIA CONTACT: JOHN POIMIROO, APR POIMIROO & PARTNERS, (916) 933-8860, JOHN@POIMIROO.COM.

PUBLIC CONTACT: MONO COUNTY TOURISM COMMISSION, (800) 845-7922, TOURISM@MONOCOUNTY.ORG, WWW.MONOCOUNTY.ORG.

Mammoth Ski Museum Displays Ski Memorabilia

The largest private collection of ski memorabilia, fine art and literature is on display at the recently reopened Mammoth Ski Museum in Mammoth Lakes. New exhibits include the life and times of Mammoth Mountain founder Dave McCoy, with photos taken by McCoy throughout his development of the ski resort.

MEDIA CONTACT: JOHN POIMIROO, APR POIMIROO & PARTNERS, (916) 933-8860, JOHN@POIMIROO.COM.

PUBLIC CONTACT: MONO COUNTY TOURISM COMMISSION, (800) 845-7922, TOURISM@MONOCOUNTY.ORG, WWW.MONOCOUNTY.ORG.

Mammoth Lakes Opens New Ice Rink

In December 2007, the Mammoth Lakes Ice Rink will open. At 85 feet by 200 feet, the rink is large enough to accommodate a full-sized hockey rink. The new rink will not host NHL teams, but it will be home to many Mammoth visitors skating beneath open skies.

MEDIA CONTACT: JOHN POIMIROO, APR POIMIROO & PARTNERS, (916) 933-8860, JOHN@POIMIROO.COM.

PUBLIC CONTACT: MONO COUNTY TOURISM COMMISSION, (800) 845-7922, TOURISM@MONOCOUNTY.ORG, WWW.MONOCOUNTY.ORG.

North Lake Tahoe's Transformation

Returning visitors might not recognize North Lake Tahoe. In the last few years, the region has undergone a transformation to the tune of hundreds of millions of dollars in property and facility renovations. One of the area's

most significant properties in the works is the Ritz Carlton Highlands, which broke ground in 2006 and will be Lake Tahoe's first five-star-caliber hotel. The Resort at Squaw Creek, located in Olympic Valley, is still gleaming from a \$55-million renovation, while the Village at Squaw added an additional 1,200 square feet of meeting space last fall. The Incline Village-based Hyatt Regency Lake Tahoe Resort just completed a \$2-million remodel of its Lakeside Cottages, serving as the final phase of a \$62-million complete property renovation. The recently renovated Chateau on the Championship Golf Course in Incline Village boasts vaulted ceilings, stacked stone fireplaces, an expansive deck and 4,500 square feet of meeting space. The Squaw Valley Lodge and PlumpJack Squaw Valley Inn are also home to improved rooms and meeting space. One of the area's newest lodging properties, the Cedar House Sport Hotel, is located in Truckee. The 42-room boutique inn boasts an organic design, combining a clever mixture of materials—steel beams, massive cedar logs, rusting corrugated steel, cedar siding and concrete floors. Strength, structure and environmental awareness are the themes permeating throughout the design.

MEDIA CONTACT: PETTIT GILWEE, GILWEE PUBLIC RELATIONS, (530) 583-2138, PETTIT@GILWEEPR.COM.

PUBLIC CONTACT: NORTH LAKE TAHOE VISITORS BUREAU, WWW.GOTAHOENORTH.COM.

Sierra-at-Tahoe Offers Family Private Ski Lessons

Recognizing the trend among American families of "time poverty," Sierra-at-Tahoe Resort's Ski and Snowboard School will better cater to families who go on vacation to actually spend time together. The Family Private Lesson will offer a personalized experienced with an instructor who is specially trained to teach multiple ability levels in the same lesson. The Family Private Lesson will enable everyone to ride the lift together while taking their line of choice down the mountain and receiving instruction on how to better carve the groomers, hit the park, launch tricks out of the Superpipe, or enjoy the gladed runs.

MEDIA CONTACT: KIRSTIN CATTELL, SIERRA-AT-TAHOE RESORT, (530) 543-3132, KCATTELL.ST@BOOTHCREEK.COM, WWW.SIERRAATTAHOE.COM.

PUBLIC CONTACT: SIERRA-AT-TAHOE RESORT, (530) 659-7453, WWW.SIERRAATTAHOE.COM.

Upgrades at Northstar Resort

Northstar Resort continues to make improvements and add amenities throughout the resort that cater to guests looking for the very best in winter mountain destinations. This season, guests will enjoy new alpine ski, snowboard and cross-country ski rental equipment; new trails; improved snowmaking; and the introduction of a Burton Learn to Ride program just for women. The resort added four new intermediate ski trails to the Village at Northstar section of the mountain, bringing the trail total to 83 and the resort's skiable acreage to 2,490. The Timberline lift, a triple chairlift that begins on Overlook Place and terminates at mid-mountain, has been installed, making it even more convenient for homeowners within walking distance to get to the slopes.

MEDIA CONTACT: JESSICA VANPERNIS, NORTHSTAR-AT-TAHOE RESORT, (530) 562-3866, JVANPERNIS@BOOTHCREEK.COM, WWW.NORTHSTARATTAHOE.COM.

PUBLIC CONTACT: NORTHSTAR-AT-TAHOE RESORT, (530) 562-1010, (800) GO-NORTH, NORTHSTAR@BOOTHCREEK.COM, WWW.NORTHSTARATTAHOE.COM.

Squallywood—The Clinic

New for the 2007–2008 season, Robb Gaffney will lead a "ski-the-book clinic" based on his book *Squallywood—A Guide to Squaw Valley's Most Exposed Lines*. *Squallywood*, a 200-page guide to the most technical top-secret lines at Squaw, is largely recognized as the best ski resort guide ever written. *Squallywood* author Robb Gaffney and other members of the Squaw Valley Freeride Team will lead a 2-day *Squallywood Clinic* that will provide an unmatched experience for advanced skiers and riders. A videographer will film the skiers/riders in the clinic, and piece together a summary of the day on DVD that would be included in the price of the Clinic. Local ski videographer Duane Kubischta and local action sports photographer Jason Abraham will document the clinic. The filming and photo component provide *Squallywood Clinic* attendees with an "immersion" experience of what it is like to set up for shots, a simulation of being in a ski/snowboard movie. Clinics will be on January 26, 2008, and March 8, 2008.

MEDIA CONTACT: SAVANNAH COWLEY, SQUAW VALLEY USA, (530) 452-7130, SCOWLEY@SQUAW.COM, WWW.SQUAWMEDIA.COM.

PUBLIC CONTACT: (530) 583-6985, WWW.SQUAW.COM.

Learn to Ski or Board for \$25

Not everyone can gracefully schuss down black diamond slopes, but North Lake Tahoe ski resorts are giving novice skiers and snowboarders the opportunity to learn at bargain prices. The 8th Annual Learn to Ski and Board Weekend, scheduled for the weekend of December 8–9, 2007, costs \$25 and includes an all-day beginner lift ticket, group lesson and gear rental. First-timers have their choice of resorts, including Alpine Meadows, Boreal Mountain Resort, Diamond Peak, Granlibakken, Homewood Mountain Resort, Mt. Rose-Ski Tahoe, Northstar-at-Tahoe, Squaw Valley USA and Sugar Bowl. Reservations are not required, but participants should arrive early. Lesson packages can be purchased at each individual resort the day of lessons. Students should contact resorts directly for resort-specific information.

MEDIA CONTACT: PETTIT GILWEE, GILWEE PUBLIC RELATIONS, (530) 583-2138, PETTIT@GILWEEPR.COM.

PUBLIC CONTACT: NORTH LAKE TAHOE VISITORS BUREAU, WWW.GOTAHOENORTH.COM.

Additions to Children's Area at Squaw Valley USA

New in the 2006–2007 season was a Snow Play Zone in the Papoose Learning Area. The Snow Play Zone is a designated sledding area (sleds are available on-site) and general non-ski snow play zone. For 2007–2008, Squaw will have education centers and fun areas located around the mountain. The Ski Patrol Shack at Shirley Lake will have Patrol Dogs on-site to meet kids and provide demonstrations. The Ski Patrol Shack at Squaw Creek will be a safety center where kids can learn about on-mountain safety. Around the mountain there will be Squaw Facts with information on native plant, rock and wildlife. Squaw is expanding the Belmont Terrain Park, a kid-friendly beginner park where kids can learn to hit small jumps and boxes in a pressure-free environment. A mini-half pipe and new features are included in that expansion. Kids Trail Maps will be available for youngsters so they can navigate their way to the different child info centers, kid zones and beginner terrain parks around the mountain.

MEDIA CONTACT: SAVANNAH COWLEY, SQUAW VALLEY USA, (530) 452-7130, SCOWLEY@SQUAW.COM, WWW.SQUAWMEDIA.COM.

PUBLIC CONTACT: (530) 583-6985, WWW.SQUAW.COM.

Sierra-at-Tahoe Features New Web Site Upgrades

Sierra-at-Tahoe Resort continues to upgrade its Web site with the latest interactive technology for guests. This season, skiers and snowboarders may plan their entire day on the mountain before they even head up to the resort. The interactive trail map will design a customized ski/ride plan for each guest based upon a set of criteria, such as groomed or ungroomed trails and ability level. In addition, guests will be able to share and upload their videos to pinpoint locations on the map. The interactive trail map will allow new guests to familiarize themselves with Sierra Resort before they arrive, and will introduce returning guests to trails and areas that perhaps they have missed in their previous visits.

MEDIA CONTACT: KIRSTIN CATTELL, SIERRA-AT-TAHOE RESORT, (530) 543-3132, KCATTELL.ST@BOOTHCREEK.COM, WWW.SIERRAATTAHOE.COM.

PUBLIC CONTACT: SIERRA-AT-TAHOE RESORT, (530) 659-7453, WWW.SIERRAATTAHOE.COM.

New Tours at Squaw Valley USA

For the first time this winter, the resort is offering guided moonlit snowshoe tours around Squaw Valley's upper mountain peaks. The tour will set off from the 8,200-foot High Camp at 5 p.m. on full-moon evenings in December, January, February and March. Guided by a knowledgeable tour leader and the light of the full moon, snowshoers will trek to upper mountain vistas to take in spectacular views of the snow-covered sierra and Lake Tahoe, illuminated by the full moon. A mountaintop dinner at Alexander's Restaurant may be included as an option in the Full Moon Snowshoe Tour package. Tours will occur on December 23–24, 2007; January 20–22, 2008; February 21–22; and March 21–22. Also new this season, Squaw will open its restricted borders for special backcountry tours of new, uncharted terrain. Adventurous skiers and snowboarders must be upper-intermediate to advanced level, and pre-registration is required. Groups will meet at the Shirley Lake Patrol Shack at the designated time (depending on best snow conditions) for six Sunday dates taking place between February and April.

MEDIA CONTACT: SAVANNAH COWLEY, SQUAW VALLEY USA, (530) 452-7130, SCOWLEY@SQUAW.COM, WWW.SQUAWMEDIA.COM.

PUBLIC CONTACT: (530) 583-6985, WWW.SQUAW.COM.

Y Explore Yosemite Adventures

Y explore Yosemite Adventures is a family-run company offering a new way to experience Yosemite National Park. Y explore Yosemite Adventures specializes in professionally guided hiking tours and photography workshops in Yosemite National Park. Custom tours are available for individuals, groups, and families of all ages and experience levels. They operate year-round in Yosemite, and the tours deliver extraordinary experiences with excellent photo opportunities and memories that will last a lifetime.

MEDIA CONTACT: JOHN P. DEGRAZIO, Y EXPLORE YOSEMITE ADVENTURES, (209) 532-7014, TOURS@YEXPLORE.COM, WWW.YEXPLORE.COM.

PUBLIC CONTACT: Y EXPLORE YOSEMITE ADVENTURES, (209) 532-7014, (800) 886-8009, WWW.YEXPLORE.COM.

Squaw Valley USA Focuses on Environmental Sustainability

For the 2007–2008 winter season, Squaw Valley USA is gearing efforts toward improving the skier and rider experience. Environmental sustainability remains a primary focus; in an effort to preserve the area's precious ecosystems, Squaw Valley is refraining from expansion beyond the natural footprint. Upholding Squaw Valley's reputation as having one of the best lift networks in North America, one of the resort's most popular areas, Shirley Lake, will be accessed via a new state-of-the-art High Speed 6 Pac lift. Valley Ski Corp has redesigned the lift profile several times in an effort to minimize the impact to the environment while replacing the lift. After completion, any disturbed areas will be treated and nursed back to their pre-construction state. Another environmentally friendly project is the Parking Lot Storm Water Run-off Treatment System. The new parking lot storm water run-off treatment system reduces sedimentation particles in snowmelt down to 50 microns prior to being discharged into Squaw Creek. New additions to the terrain parks include a new trenched superpipe in Central Park at Riviera. Equipped with lights, the new Riviera Superpipe will be the only night-accessed superpipe in the Tahoe basin and was created using sustainable methods. The addition of

snowmaking in the Riviera terrain park, along with the trenching of the pipe, will give Squaw Valley skiers and snowboarders a superpipe from the beginning of the season on.

MEDIA CONTACT: SAVANNAH COWLEY, SQUAW VALLEY USA, (530) 452-7130, SCOWLEY@SQUAW.COM, WWW.SQUAWMEDIA.COM.

PUBLIC CONTACT: (530) 583-6985, WWW.SQUAW.COM.



Palm Springs Museum and Theater

The Palm Springs Art Museum and Annenberg Theater has announced its winter season. "Bill Viola: The Crossing," showing October 17, 2007, through December 23, 2007, is a digital exhibition featuring images of man turning into flames or dissolving into water. "Julius Shulman: Palm Springs," showing February 15, 2008, through May 4, 2008, documents the modern architectural movement in Palm Springs. Performances include An Irish Christmas, December 1, 2007; The Lettermen, December 7, 2007; Andrea Marcovicci, January 22, 2008; Eroica Trio, February 12, 2008; and Christine Andreas, February 22, 2008. The Palm Spring Air Museum is featuring an ongoing new exhibit titled "Interactive Veteran's Oral History Project." Other events include Pearl Harbor Day on December 8, 2007; Santa Flies to the Museum on December 22, 2007; When the Desert Fox Met General Patton on January 12, 2008; Flight Demo on January 19, 2008; Famous Test Pilots on January 26, 2008; 2nd Annual Book Fair on February 2, 2008; The Waning Days of the Japanese Empire on February 9, 2008; and Tuskegee Airmen and the 69th Fighter Group on February 23, 2008. The Agua Caliente Cultural Museum has two exhibits currently on display: "Preserving the Spirit of Rock Art" and "If Baskets Could Talk." The Palm Canyon Theatre has many exciting upcoming shows including "Mame," November 23, 2007, through December 9, 2007; "Evita," January 25, 2008, through February 12, 2008; and "Company," February 29, 2008, through March 16, 2008.

MEDIA CONTACT: MARY E. B. PERRY, PALM SPRINGS BUREAU OF TOURISM, (760) 327-2828, MPERRY@PALM-SPRINGS.ORG.

PUBLIC CONTACT: PALM SPRINGS BUREAU OF TOURISM, (760) 778-8415, (800) 927-7256, WWW.PALM-SPRINGS.ORG.

Shopping Oasis Expands in Barstow

Since its opening in 1995, the Tanger Outlet Center in Barstow has earned its reputation as a bargain hunter's paradise in the southern California desert. Last year, more than 1.6 million visitors shopped and saved at Tanger in Barstow. This spring, Tanger embarked on a major expansion project that will ultimately add more than 65,000 square feet and bring several popular brand name and designer outlet stores to the shopping center. When completed in early 2008, it will feature such well known outlet brands as Banana Republic, Calvin Klein, Aeropostale, Skechers, American Eagle Outfitters, Aldo, Icing and Sunglass Hut. In late August, the entire center will begin to take on a vibrant new look. Designed to complement the stunning colors found in the surrounding Mojave Desert, the Tanger Outlet Center will be updated with a new, deep terracotta color scheme with valley flower yellow and deep brown accents.

MEDIA CONTACT: MIKE BUESCHER, (336) 834-6826, BSTCSR@TANGEROUTLET.COM.

PUBLIC CONTACT: (760) 253-4813, (800) 4-TANGER, WWW.TANGEROUTLET.COM.

Sky's the Limit Observatory & Nature Center

Sky's the Limit, a nonprofit organization, has broken ground on an observatory and nature center immediately adjacent to Joshua Tree National Park, in neighboring Twentynine Palms. The purpose of the observatory is to engage and educate the public in the fields of astronomy and environmental science. Sky's the Limit is dedicated to providing hands-on learning opportunities and providing a place where the honest pursuit of knowledge enriches the lives of all willing to participate, whether to view the smallest objects on the Earth or to observe the colossal displays in the sky. Plans currently include a Zen meditation garden, telescope builders' workshop, amateur astronomer facilities, amphitheater, astronomical observatory, native plant studies, radio telescopes and weather station. Examples of every type of Mojave Desert flora now growing on the site will be preserved. Specimens representing the Sonoran and Coloradan Deserts, which naturally occur at Twentynine Palms' intersection of these desert types, will be included. On the walk to the classrooms in observatory building, guests will be guided along a marked trail through these

plantings. Conservation and plant protection activities are under way and the Sky's the Limit development committee expects full development of the site to take six years.

MEDIA CONTACT: LARA CRAIG, TWENTYNINE PALMS CHAMBER OF COMMERCE, (760) 367-3445, STAFF3@29CHAMBER.COM, WWW.29CHAMBER.COM, WWW.VISIT29.ORG.

PUBLIC CONTACT: (760) 367-7222, CONTACT@SKYSTHELIMIT29.ORG, WWW.SKYSTHELIMIT29.ORG.

New Edition of the Fabulous Palm Springs Follies

From ragtime to doo-wop, from Broadway to bebop, the Fabulous Palm Springs Follies' all-new 17th edition will celebrate the Golden Age of American popular music. Titled "Tin Pan Alley!" after the famed New York music-publishing center, the show will feature Porter, Berlin and Gershwin tunes (of course!), but that's only the beginning. This year's Follies will highlight the songs Americans treasured at work and at play, in and out of love, in good times and bad, all performed by the Follies' world-famous line of Long-Legged Lovelies and Follies Gentlemen, who unbelievably range from 59 to 84-years-young. "Tin Pan Alley!" opens with the season's gala on October 30, 2007. The Follies' new season will also feature a series of acclaimed guest stars including Kaye Ballard, The Four Aces, Melba Moore and Anna Maria Alberghetti.

MEDIA CONTACT: GREG PURDY, THE FABULOUS PALM SPRINGS FOLLIES, (760) 864-6516, MEDIA@PSFOLLIES.COM.

PUBLIC CONTACT: THE FABULOUS PALM SPRINGS FOLLIES, (760) 327-0225, INFO@PSFOLLIES.COM, WWW.PSFOLLIES.COM.

New Hotel in Yucca Valley

Interested in discovering the Morongo Basin and all the desert has to offer? Visit the new Best Western Yucca Valley Hotel & Suites and discover the desert in a whole new way. The hotel opened in October and will offer guests one- and two-room suites, kitchenettes in each room and Jacuzzi rooms. Amenities will include deluxe continental breakfast, business center with Wi-Fi Internet access, fitness center, guest laundry facilities and meeting space. The hotel offers discounted rates for military, AAA, AARP and corporate travelers.

MEDIA CONTACT: LARA CRAIG, TWENTYNINE PALMS CHAMBER OF COMMERCE, (760) 367-3445, STAFF3@29CHAMBER.COM, WWW.29CHAMBER.COM, WWW.VISIT29.ORG.

PUBLIC CONTACT: BEST WESTERN YUCCA VALLEY HOTEL & SUITES, (760) 365-3555.

LOOKING TO THE FUTURE

Disney Announces Expansion Plan for the Disneyland Resort

The Walt Disney Company has unveiled a significant multi-year expansion plan for the Disneyland Resort in Anaheim that continues its growth as a multi-day, world-class tourist destination. The expansion will bring new entertainment and major family-oriented attractions to Disney's California Adventure, including an entirely new Cars Land inspired by the hit Disney•Pixar animated film Cars. Disney Imagineers will be bringing more of Walt Disney into Disney's California Adventure, celebrating the hope and optimism of California that attracted Walt to this land of opportunity in the 1920s. Guests entering the new Plaza will be instantly immersed in the world that inspired Walt during his early days as an animation pioneer. The new, interactive Walt Disney Story attraction will set the stage for the unfolding story of Walt that will permeate the park. The expansive program reaches throughout Disney's California Adventure, with an amazing Little Mermaid attraction; a groundbreaking, signature nighttime spectacular and new viewing area for 9,000; and the addition of the 12-acre Cars Land, featuring the world of Radiator Springs with three new attractions. Extensive landscaping, new retail and dining will create an even richer environment throughout the park in ways that reinforce guests' connection with Walt. The expansion is part of Walt Disney Parks and Resorts' overall growth strategy of continuing to invest in its core business of existing parks and resorts around the world, while exploring new opportunities to capture more of the growing family vacation market. A Preview Center located on San Francisco Street in the Golden State region of the park will feature models and Imagineering concepts—giving park guests a sneak peek at the excitement that lies ahead. The Preview Center is scheduled to open in late 2008.

MEDIA CONTACT: BETSY SANCHEZ, DISNEYLAND RESORT, (714) 284-6386, BETSY.E.SANCHEZ@DISNEY.COM, WWW.DISNEYLAND.COM.

PUBLIC CONTACT: DISNEYLAND RESORT INFORMATION, (714) 781-4565, WWW.DISNEYLAND.COM.

1906 Lodge Opening in Coronado

Opening in spring 2008 in Coronado, the historic Craftsmen-style 1906 Lodge will feature 17 guest rooms, including six in the original historic building and 11 rooms that are being added to a bungalow structure around the perimeter of the property. The bungalow rooms will feature king-size beds, spa tubs, private entrances, a private balcony or porch, and fireplace. The lodge rooms will feature period furniture, queen-size beds and original leaded glass windows. The hotel will also boast renovated historic common areas, such as the parlor, dining rooms and veranda; complimentary breakfast and afternoon refreshments; robes; spa services; complimentary underground parking; evening turndown service; wireless Internet connection; DVD players; and beach chair, towels, picnic basket and blanket rentals.

MEDIA AND PUBLIC CONTACT: 1906 LODGE, (619) 437-1900, SUE@1906LODGE.COM, WWW.1906LODGE.COM.

The Contemporary Jewish Museum to Have New Home

With the opening of its new building on June 8, 2008, the Contemporary Jewish Museum (CJM) will usher in a new chapter in its 20-plus year history of engaging audiences and artists in exploring contemporary perspectives on Jewish culture, history, art and ideas. The new facility, designed by internationally renowned architect Daniel Libeskind, will be a lively center where people of all ages and backgrounds can gather to appreciate art, share diverse perspectives and engage in hands-on activities. Inspired by the Hebrew phrase "P'chaim" (to life), the building is a physical embodiment of the CJM's mission to bring together tradition and innovation in an exploration of the relevance of Jewish values and traditions in the 21st century. The new 63,000-square-foot facility, located at 736 Mission St. between Third and Fourth streets in downtown San Francisco, will enable the museum to present an expanded array of engaging programming including art exhibitions, live music, film screenings, lectures and discussions, and educational activities for audiences of all ages and backgrounds.

MEDIA CONTACT: STACEY SILVER, (415) 344-8833, SSILVER@THECJM.ORG.

PUBLIC CONTACT: THE CONTEMPORARY JEWISH MUSEUM, (415) 344-8800 WWW.THECJM.ORG.

The Childrens Museum of San Diego Opens New Facility Downtown

In May 2008, the NEW Children's Museum San Diego opens to the public in downtown San Diego. The new, eco-conscious facility will include a dramatic three-story atrium, 17-foot concrete entrance bridge, multiple interior and exterior galleries for hands-on art experimentation, two birthday party rooms, public performance space, and indoor/outdoor cafe. The museum is considered to be downtown San Diego's first public green project because of its environmentally friendly architecture and infrastructure practices, including the use of recycled building materials, water-saving devices and natural convection cooling. Located next to the museum is a park specifically designed for children with three shade-covered play spaces.

MEDIA CONTACT: JESSICA HANSON, CHILDREN'S MUSEUM SAN DIEGO, (619) 233-8792 EXT. 104, JHANSON@CHILDRENSMUSEUMSD.ORG.

PUBLIC CONTACT: (619) 233-8792, WWW.CHILDRENSMUSEUMSD.ORG.

Exciting New Roller Coaster

Six Flags Discovery Kingdom is once again adding to its stellar lineup of Land, Sea and Sky experiences by offering guests a unique "Sky" adventure in 2008. Tony Hawk's Big Spin is a one-of-a-kind spinning coaster the entire family can enjoy. Themed to resemble an authentic skate park, Tony Hawk's Big Spin promises to put a new twist on the traditional coaster experience and offers the opportunity to defy gravity just like professional skateboarding legend Tony Hawk. The spinning coaster cars, designed to resemble one of Tony Hawk's authentic skateboards, spin independently throughout the ride course so that no two ride experiences are alike. Tony Hawk's Big Spin will stand 53 feet tall, travel at speeds exceeding 35 mph and feature more than 1,351 feet of twisted steel track. The ride will be the first major all-ages attraction to be introduced at Six Flags Discovery Kingdom since 2003, and will be the Park's eighth roller coaster. Construction is set to begin in the coming months.

MEDIA CONTACT: NANCY R. CHAN, SIX FLAGS DISCOVERY KINGDOM, (707) 556-5227, NCHAN@SFTP.COM, WWW.SIXFLAGS.COM/DISCOVERYKINGDOM.

PUBLIC CONTACT: (707) 643-ORCA, WWW.SIXFLAGS.COM/DISCOVERYKINGDOM.

Granada Theatre Reopens Under New Name

Santa Barbara's historic Granada Theatre will reopen in March 2008 as the Santa Barbara Center for the Performing Arts after being closed for three years for an extensive \$50-million restoration project. The restoration not only improves the patron experience, but also that of the artists. The theater is set to become the resident venue for several prominent local arts organizations, including the Santa Barbara Symphony, Opera Santa Barbara, State Street Ballet and UC Santa Barbara Arts & Lectures; host international artists and national acts on tour; and attract more high-caliber performers to the region. The restoration and expansion includes comfortable seating and reconfigured sightlines for 1,550 patrons; refinements to the acoustics; and beautifully restored and upgraded public spaces and amenities. The addition of period fixtures and other decorative elements throughout the theater, lobby and lounges will bring new beauty and splendor to the space. The Grand Re-Opening in March 2008 will feature 10 days of celebration. Following the celebration, a three-month Preview Season ensues, from March to early June, featuring a dynamic ensemble of performances and presentations showcasing the high-quality and diverse range of programming.

MEDIA CONTACT: SHANNON BROOKS, SANTA BARBARA CONFERENCE & VISITORS BUREAU AND FILM COMMISSION, (805) 966-9222, SBROOKS@SANTABARBARACA.COM, WWW.SANTABARBARACA.COM.

PUBLIC CONTACT: GRANADA THEATRE, WWW.GRANADASB.COM.

Hotel Shangri-La Investing \$25 Million

The Hotel Shangri-La in Santa Monica closed its doors in December 2006 to embark on a year-long, \$25 million renovation project. Hotel enhancements include: increasing the number of guestrooms from 54 to 71, adding café-style restaurant exclusively for hotel guests, building an elevated pool with relaxing private cabanas and opening a swanky rooftop bar. Hotel Shangri-La is scheduled to reopen in spring 2008.

MEDIA CONTACT: JUSTIN VALDIVIA, LOSCH PR, (310) 820-9408, JUSTIN@LOSCHPR.COM.

PUBLIC CONTACT: SHANGRI-LA HOTEL, (310) 394-2791, WWW.SHANGRI-LAHOTEL.COM.

New Lodge to Open at the Golden Gate

Cavallo Point—the Lodge at the Golden Gate will open in May 2008 on San Francisco Bay, at the northern base of the Golden Gate Bridge near the town of Sausalito. Cavallo Point will offer 74 rooms and suites in new, contemporary buildings of sustainable design, as well as 68 heritage rooms and suites in faithfully restored, turn-of-the-century Colonial Revival buildings that once served as Fort Baker's officers' quarters. The property will exemplify the "national park lodge for the 21st century" and create a new model for experiential hospitality. Cavallo Point will encourage and nurture personal growth and discovery through its three lifestyle programming areas: culinary arts, creative arts, and health and wellness. Recreation options at Cavallo Point include hiking, biking, bird watching, kayaking, local farm and vineyard tours, ocean fishing, and sightseeing. Amenities will include a restaurant and bar featuring California cuisine with a French accent and an 11,000-square-foot healing arts center and spa. Cavallo Point will also be home to the Institute at the Golden Gate, a program of the Golden Gate National Parks Conservancy in partnership with the National Park Service. The Institute is expected to open in fall 2008 as an environmental institute and catalyst for action to advance the health, sustainability and protection of our environment. Covering more than 50 acres within Fort Baker, at the heart of the Golden Gate National Parks, Cavallo Point will be infused with the socially- and environmentally-conscious spirit of Passport Resorts LLC, manager and operator of the property.

MEDIA CONTACT: DAN MARENGO, GRAHAM & ASSOCIATES, INC., (415) 986-7212, CAVALLOPOINT@GRAHAM-ASSOCIATES.COM.

PUBLIC CONTACT: CAVALLO POINT—THE LODGE AT THE GOLDEN GATE, (415) 339-4700, INFO@CAVALLOPOINT.COM, WWW.CAVALLOPOINT.COM.

L'Auberge Del Mar Resort and Spa Renovation Planned

In June 2008, L'Auberge Del Mar Resort and Spa will be reborn. Respected for its romantic coastal sophistication and uncompromised service, the historic property, managed by Destination Hotels & Resorts, will set a new standard in hospitality as a result

of a \$25-million comprehensive property renovation including a new restaurant, spa and remodeled guestrooms. The revitalized L'Auberge will introduce an upgraded resort that is reminiscent of a welcoming, private coastal estate. One thing missing from the lobby will be lines at the front desk. Guests will now be escorted directly to their rooms for a private check-in upon arrival. L'Auberge will continue to offer clients an exclusive location for meetings and special events. A new outdoor area will feature 2,000 square feet of space for weddings and private events. Venturing out from the main lobby, the new pool deck will provide an open feeling for the entire resort. A new 4,100-square-foot luxury spa will be located just outside the south wing of the hotel. Open to the public, the spa will offer the latest treatments and amenities, as well as a romantic private suite for guests to receive couples treatments. Due to the extensive renovations, the resort will be closed from November 19, 2007, until June 1, 2008. Reservations will continue to be taken for both overnight stays and banquet events outside of these dates.

MEDIA CONTACT: ANN KELSEY OR TERRY WILLS, WILLS COMMUNICATIONS, INC., (858) 450-1120, ANNKELSEY@WILLSCOM.COM.

PUBLIC CONTACT: L'AUBERGE DEL MAR RESORT AND SPA, (800) 553-1336 OR (858) 259-1515, WWW.LAUBERGEDELMAR.COM.

Madison Performing Arts Theater/Madison Project Opens This Winter

The 541-seat Madison Performing Arts Center/Madison Project located in the heart of Santa Monica is set to open spring 2008. The theater will be home to the Santa Monica College Academy of Music and the Madison Performance Series, offering arts and entertainment programming, high-level artists, musicians, performers and a resident theater company. Besides being an educational forum, the theater, which also has the backing of such luminaries as Placido Domingo, Lula Washington, Edward James Olmos and Mikhail Baryshniko, is expected to be a major performance venue for the Westside communities of Los Angeles County.

MEDIA CONTACT: JUSTIN VALDIVIA, LOSCH PR, (310) 820-9408, JUSTIN@LOSCHPR.COM.

PUBLIC CONTACT: SANTA MONICA CONVENTION AND VISITORS BUREAU, (310) 319-6263, INFO@SANTAMONICA.COM, WWW.SANTAMONICA.COM OR MADISON PERFORMING ARTS THEATER, WWW.SMC.EDU/MADISON.

Sierra-at-Tahoe Trying to Incorporate Backcountry into Boundary

In partnership with the United States Forest Service, Sierra-at-Tahoe Resort is currently working to incorporate Huckleberry Canyon into its ski resort boundary. The approximately 300 acres at the top of Grandview Express is currently designated as "backcountry" and accessible via five backcountry gates. If finalized by the USFS, the terrain expansion will mean that Huckleberry Canyon will exist inside the special use permitted area. It will greatly increase the amount of expert terrain available within the boundary and will offer those skiers and riders looking for lift-accessed steep and deep a vast tract of forest to explore with natural terrain features that rival the best of what Tahoe has to offer. Locals have long lauded Huckleberry Canyon as having some of the most radical lines nestled in the gorgeous solitude of the Sierra Nevada.

MEDIA CONTACT: KIRSTIN CATTELL, SIERRA-AT-TAHOE RESORT, (530) 543-3132, KCATTELL.ST@BOOTHCREEK.COM, WWW.SIERRAATTAHOE.COM.

PUBLIC CONTACT: SIERRA-AT-TAHOE RESORT, (530) 659-7453, WWW.SIERRAATTAHOE.COM.

Sunset Magazine Opens Idea House

This fall, Sunset magazine, in a joint venture with Meridian Builders and Developers, will open its San Francisco Idea House in the heart of the Mission District. This is the first time the magazine's Idea House Program has ventured into a dense urban area—the project demonstrates how to make the most of a compact site. The home will also be one of the first Leadership in Energy and Environmental Design (LEED)-certified residential homes in the U.S. Dubbed La Casa Verde, the three-story remodeled home will feature a spa and exercise space opening to a patio, a dramatic glass and steel staircase, and an urban roof garden above the garage. General admission is \$20, with \$15-admission for seniors. The house is open from Friday to Sunday, 9 a.m. to 5 p.m. For more information and the opening date, visit www.sunset.com.

MEDIA CONTACT: KAREN AFFINITO, (212) 522-3740, KAREN_AFFINITO@TIMEINC.COM.

PUBLIC CONTACT: WWW.SUNSET.COM.

Sacramento Zoo Plans Renovations

Much has improved at the Zoo since its humble beginning in 1927 with only 4 acres, but after 80 years of educating and entertaining families at its 14-acre site, several animal habitats are witnessing the strains of time, and are still in critical need of replacement. Significant scientific and technological advances compel the Zoo to build habitats that foster physical and psychological health for all animals. The Sacramento Zoological Society has launched a campaign to raise funds to renovate the 50-year-old giraffe exhibit. The planned exhibit will be the largest new animal exhibit built in the last ten years. The goal of the campaign is to raise the more than \$1.5 million necessary to fund construction of the exhibit and development of the exhibit's educational elements. The Zoo has already raised more than \$330,000 toward the project.

MEDIA AND PUBLIC CONTACT: (916) 808-5888, WWW.SACZOO.COM.

Sesame Street Themed Attractions Join SeaWorld

For more than three decades, "Sesame Street" has been engaging audiences around the world. Your favorite characters will soon be dropping anchor at SeaWorld San Diego! Coming in May 2008, "Sesame Street Bay of Play" will be a whimsical new play area at SeaWorld with three new kid-friendly rides. Also joining SeaWorld's lineup of popular animal shows and exhibits will be a new 4-D Sesame Street movie, breakfast with Sesame characters and an exciting new Sesame stage show. The Sesame Street attraction will open in two stages. In spring 2008, SeaWorld will feature Shamu's newest friends, Elmo, Bert and Ernie, Cookie Monster, Big Bird, and other "Sesame Street" favorites in the "Big Bird's Beach Party" show at SeaWorld's Pets' Playhouse stadium. If that isn't enough fun and excitement, guests also will have a chance to join Big Bird and Elmo for breakfast. A variety of other Sesame friends will mingle and pose for pictures with diners before and after breakfast buffets at a new Sesame-themed eatery.

MEDIA CONTACT: DARLA DAVIS, SEAWORLD SAN DIEGO, (619) 226-3829, DARLA.DAVIS@SEAWORLD.COM.

PUBLIC CONTACT: (619) 226-3900, (800) 25-SHAMU, WWW.SEAWORLDSANDIEGO.COM.

Improvements at Mineta San José International Airport

Mineta San José International Airport, located 5 minutes from Downtown San José and serving approximately 11 million passengers annually, is undergoing a \$1.3 billion project to upgrade and replace terminal facilities by 2010. The project includes: new terminals and new concessions, improved roadways for better convenience, more efficient space for security check-in, high-speed baggage handling system, technologically sophisticated systems to improve airline efficiency and airport operations, and a convenient 3400-space rental car and public parking garage. The first major visible feature is the new North Concourse, whose steel frame was completed in August 2007 and will open for passenger operations in 2009.

MEDIA CONTACT: MINETA SAN JOSÉ INTERNATIONAL AIRPORT, (408) 501-7700, DVOSBRINK@SJC.ORG, WWW.SJC.ORG.

PUBLIC CONTACT: MINETA SAN JOSÉ INTERNATIONAL AIRPORT CUSTOMER SERVICE, (408) 501-0979, WEBMASTER@SJC.ORG, WWW.SJC.ORG.

Monterey Bay Aquarium Splash Zone Expansion

Visitors will experience kelp forest, rocky shore and coral reef habitats in different and fun ways when Monterey Bay Aquarium's expanded Splash Zone gallery debuts on March 17, 2008. The gallery will occupy the entire second floor of the Ocean's Edge wing, with exhibits that encourage families to dive deeper into the diverse habitats of the kelp forest and engage in new activities in the "Coral Reef Kingdom," "Rough Rocky Shores" and "Enchanted Kelp Forest" galleries. New animals including leafy and weedy sea dragons, pharaoh cuttlefish and potbellied seahorses, among others will be part of the expanded gallery, along with old favorites like penguins.

MEDIA CONTACT: KAREN JEFFRIES, MONTEREY BAY AQUARIUM, (831) 644-7548, KJEFFRIES@MBAYAQ.ORG, WWW.MONTEREYBAYAQUARIUM.ORG.

PUBLIC CONTACT: MONTEREY BAY AQUARIUM, (831) 648-4888, WWW.MONTEREYBAYAQUARIUM.ORG.

Phase I of Oceanside Museum of Art Near Completion

Phase I of the new Oceanside Museum of Art (OMA) is scheduled to be completed in early January 2008. The new two-story, 16,000 square foot building was designed by modernist architect Frederick Fisher of Los Angeles who is known for his fresh and spectacular designs. The museum's premier exhibit will take place from January 27–May 25, 2008. The exhibit, Fifty Works from Fifty Years: Masterpieces of San Diego Art, 1900–1950, will incorporate works by plein-air painters and a highly accomplished group of early San Diego modernists. The OMA is located at 704 Pier View Way.

MEDIA CONTACT: LESLEE GAUL, OCEANSIDE CHAMBER OF COMMERCE, (760) 721-1101, LESLEE@OCEANSIDECAMBER.COM, WWW.OCEANSIDECAMBER.COM.

PUBLIC CONTACT: OCEANSIDE MUSEUM OF ART, (760) 721-2787, WWW.OMA-ONLINE.ORG.

A Day in Pompeii

Experience the legend and human drama of Pompeii at the San Diego Natural History Museum, February 15, 2008 through June 15, 2008. Buried in 79 CE by a catastrophic eruption of Mount Vesuvius, Pompeii remained hidden and forgotten until 1748 when archeologists began to excavate the site. What they discovered were exquisitely preserved objects that offer a glimpse into the day-to-day life of this ancient city. This compelling exhibition, full of discovery and human drama, features more than 250 authentic artifacts. Most poignant and dramatic are the body casts of the volcano's victims, frozen in their last moments. Objects such as beautiful frescoes, jewelry, and household items take visitors back in time to experience life and death in ancient Rome's favorite vacation resort.

MEDIA CONTACT: DELLE WILLETT, SAN DIEGO NATURAL HISTORY MUSEUM, (619) 255-0244, MARKETING@SDNHM.ORG.

PUBLIC CONTACT: SAN DIEGO NATURAL HISTORY MUSEUM, (619) 232-3821, WWW.SDNHM.ORG.

Holiday Inn on The Bay Begins Renovations

The 600-room Holiday Inn on the Bay San Diego has begun an expansive renovation to its guest rooms and meeting facilities to provide business, leisure and convention attendees modern amenities and upgraded services. The scope of the hotel's transformation includes all new soft goods in each guest room, newly tiled bathroom floors, and new bathroom fixture and lighting package. The 10,384-square-foot Pacific Ballroom will be complemented with an expansion of the Foyer, allowing for larger pre-function events. The addition of a permanent board room including ergonomic chairs, Internet access and luxurious appointments will cater to the small meeting event planners. Already completed is the Cardio Work Out facility, boasting state-of-the-art treadmill and elliptical equipment overlooking a newly renovated outdoor pool. The Holiday Inn on the Bay continues to offer complimentary

transportation to San Diego International Airport and scheduled service to the San Diego Zoo, San Diego Convention Center and popular Gaslamp Quarter. The hotel features three restaurants on property including Ruth's Chris Steak House, Elephant & Castle and Hazelwood's Waterfront Deli.

MEDIA CONTACT: BENITA SKALADA, HOLIDAY INN ON THE BAY, (619) 358-6002, BENITA.SKALADA@IHG.COM.

PUBLIC CONTACT: HOLIDAY INN ON THE BAY, (619) 232-3861; WWW.HOLIDAY-INN.COM/SANDIEGO-ONTHEBAY.COM.

Terra Cotta Warriors Exhibit Makes U.S. Debut

China's Terra Cotta Warriors: Guardians of China's First Emperor will make its U.S. debut at the Bowers Museum in Santa Ana May 18, 2008 through May 12, 2008. The exhibition will feature 120 objects including new discoveries of court officials, acrobats and generals and two spectacular, half-size bronze

chariots and life-size bronze animals that were found within the tomb complex belonging to China's first emperor, Qin Shi Huang (259–210 B.C.). The emperor is credited with unifying China in 221 B.C. and initiating construction of the Great Wall of China. No previous exhibit from China has ever been allowed to include more than 20 "level one" national treasures. This exhibit will feature 52 "level one" national treasures including 28 complete or partial Terra Cotta Warriors. Objects of the upcoming exhibit were drawn from 11 collections. Special exhibit pricing is \$20 for adults on weekdays and \$22 on weekends; \$14 for seniors (62+) and students on weekdays and \$16 on weekends; admission is free for children under 6. Tickets are now on sale.

MEDIA CONTACT: DIANE PINNICK, BOWERS MUSEUM, (714) 567-3642, DPINNICK@BOWERS.ORG, WWW.BOWERS.ORG.

PUBLIC CONTACT: BOWERS MUSEUM BOX OFFICE, (714) 567-3600, WWW.BOWERS.COM; TICKETMASTER, (877) 250-8999, WWW.MUSEUMTIX.COM.



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