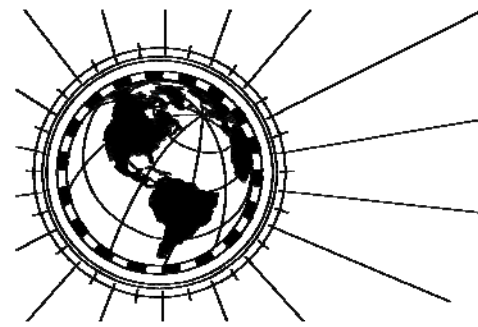


# Cooperative Promotions



Created to support the industry by providing marketing opportunities, co-ops are valuable tools for extending the reach of California's many industry stakeholders. CTTC focuses on making all cooperative promotion programs more efficient, more cost-effective and more cohesive with the California brand. Co-op programs include:

- California Fun Spots (Attractions)
- Shop California
- Golf California
- Culture California
- California State Parks