New California Road Trips 2015 Offers Secret Finds

Whether your ideal summer vacation has you cruising the coast, rambling through Redwoods or finding delight in the desert, California Road Trips 2015 is the perfect resource for getting the most out of the Golden State. This year’s guide showcases unique itineraries, insider tips, informative maps and California’s ultimate festivals and events. California is home to an abundance of hidden gems and California Road Trips 2015 encourages travelers to explore beyond the gateways of the state’s major cities to discover local favorites. This issue features 12 suggested drives and includes a “Local View” segment, providing visitors with stop suggestions from California insiders like Kevin Jorgeson, who recently conquered the Dawn Wall in Yosemite. Staring with the cover—featuring an enticing photo of Lake Tahoe—California Road Trips 2015 will inspire travelers to take to the road and experience the beauty of California firsthand. Each itinerary leads visitors along a custom route to best experience the state’s cities, lakes, mountains, deserts and vineyards. Whether interested in sampling culinary offerings, adventuring in the great outdoors or experiencing the state’s most popular attractions, every traveler will find something to love in California Road Trips 2015. Get your complimentary California Road Trips 2015 at VisitCalifornia.com and start planning your summer getaway.

MEDIA CONTACT: JENNIFER SWEENEY, VISIT CALIFORNIA, (916) 233-0255, JSWEENEY@VISITCALIFORNIA.COM, MEDIA.VISITCALIFORNIA.COM.

PUBLIC CONTACT: VISIT CALIFORNIA, (916) 444-4429, INFO@VISITCALIFORNIA.COM, MEDIA.VISITCALIFORNIA.COM.

IN THIS ISSUE

Hotels & Resorts PAGE 2
Culinary PAGE 9
Entertainment, Arts & Culture PAGE 14
Outdoor Recreation PAGE 16
Family Fun PAGE 18
Shopping, Spas & Wellness PAGE 19
Technology, Tours & Guides PAGE 20
Milestones & Looking Ahead PAGE 23
ANAHEIM

Iconic Anaheim Hotel Raises New Flag

As of May 22, the Sheraton Anaheim now flies an independent flag as the Anaheim Majestic Garden Hotel. The hotel’s transformation goes beyond a name change and includes an ongoing $6 million renovation aimed at providing more immersive and special experiences for guests. More than a third of the hotel’s 489 guest rooms have undergone phase one of enhancements, including backdrops with an enchanted forest feel, specially designed headboards, lighting and mirrors, new carpeting, as well as touches like reading lights and individual charging stations. Refurbished family suites offer custom made castle bunk beds, while the pool area has been upgraded. Phase two will include renovations to the lobby and other public spaces as well as additional guest rooms. These modifications complement the turrett- and Tudor-themed architecture of the buildings. Located on 13 acres off South Disneyland Drive, the hotel boasts more than 26,000 square-feet of meeting and outdoor function space, a full service restaurant and bar, and a bistro and marketplace. Guests can take advantage of free shuttle service to Disneyland® Resort and a Disneyland® Resort Park Hopper® Tickets.

MEDIA CONTACT: CHRISTINA PROCTOR,
WEIDINGER PUBLIC RELATIONS, 775-588-2412,
CHRISTINA@WEIDINGERPR.COM,
WWW.MAJESTICGARDENHOTEL.COM
PUBLIC CONTACT: CINDY SMITH,
MAJESTIC GARDEN HOTEL, 714-234-2405,
CINDY.SMITH@MAJESTICGARDENHOTEL.COM,
WWW.MAJESTICGARDENHOTEL.COM

BAKERSFIELD

Marriott TownePlace Suites Opens in Bakersfield

The brand new TownePlace Suites Bakersfield—the closest Marriott to California State University Bakersfield—offers 94 beautifully appointed suites, standard King and double Queen rooms and welcoming public areas, plus complimentary breakfast and high speed internet. The hotel’s “In a Pinch” market is open 24 hours daily, offering snacks and forgotten sundries. The property also offers 1,800 square feet of flexible meeting space, including a private board room. Marriott TownePlace Suites is just minutes away from Bakersfield’s Meadows Field Airport (BFL).

MEDIA CONTACT: WILL STINE, MARRIOTT,
661-321-9424, WILL.STINE@MARRIOTT.COM
WWW.MARRIOTT.COM/HOTELS/TRAVEL/BFLTS-
TOWNEPLACE-SUITES-BAKERSFIELD-WEST
PUBLIC CONTACT: MISTY GLASCO, BAKERSFIELD CVB,
661-852-7282, MGLASCO@VISITBAKERSFIELD.COM,
WWW.VISITBAKERSFIELD.COM

BERKLEY/OAKLAND

Historic Claremont Undergoing Massive Renovation and Flag Change

Now under new ownership and management by Fairmont Raffles Hotels & Resorts (FRHI), the landmark Claremont Hotel on the Berkley/Oakland border is undergoing an extensive multi-million-dollar renovation this year. The scope of the exciting project includes updates to the hotel entrance, lobby, all 279 guestrooms and several dining venues. Upon completion in late 2015, The Claremont Hotel & Spa will be officially reflagged as a Fairmont property.

MEDIA/PUBLIC CONTACT: CHELSEA HELLEMS,
J PUBLIC RELATIONS, 619-255-7069,
CHELSEA@JPUBLICRELATIONS.COM,
WWW.CLAREMONTRESORT.COM

CARLSBAD

Four Seasons Aviara Residence Club Unveils $6 Million Upgrade

Just in time for summer, this renowned villa rental property recently debuted a $6 million makeover, featuring a redesigned lobby, spa and restaurant. The new boutique spa, Driftwood Spa, offers three uniquely designed treatment rooms, a visually stunning nail salon, and state-of-the-art fitness room in addition to a yoga and Pilates studio. The new Seasons Restaurant, led by Executive Chef Jonathan Sudar, was reimagined as the culinary epicenter of Four Seasons Aviara community, focusing on farm-to-table cuisine with an emphasis on seasonal and locally sourced ingredients. The Four Seasons Residence Club Aviara offers 246 villas, giving owners fractional ownership while allowing guests to stay for a night, a week or more.

MEDIA/PUBLIC CONTACT: CHELSEA HELLEMS,
J PUBLIC RELATIONS, 619-255-7069,
CHELSEA@JPUBLICRELATIONS.COM,
WWW.FOURSEASONS.COM/NORTHSANDIEGO/
cushions and services that focus on Cape Rey-style, laidback luxury. Outdoor dining and gathering areas have been expanded to create casual, ocean view gathering spots.

**MEDIA CONTACT:** ERICA SCHLESINGER, (W)RIGHT ON COMMUNICATIONS, 858-755-5411, ESCHLESINGER@WRIGHTONCOMM.COM, WWW.WRIGHTONCOMM.COM

**PUBLIC CONTACT:** VIKRAM SOOD, CAPE REY, 760-602-0800, VIKRAM.SOOD@HILTON.COM, WWW.CAPEREY.COM

---

**Lodge at Nakoma to Open Mid-Summer 2015**

Lodge at Nakoma—the first new hospitality development in the “Lost Sierra” region of California in over a decade—will open mid-summer 2015. Featuring 42 rooms, the 23,701-square-foot hotel will showcase the area’s natural beauty with exposed concrete floors, hot molded steel, dramatic rooflines and floor-to-ceiling picture windows. Built by The Schomac Group Inc. to complement Nakoma Golf Resort and Spa’s existing resort amenities and Frank Lloyd Wright-designed Clubhouse, the hotel will embody a mountain modern feel. Standard guestrooms, averaging 400 square feet, will feature large picture windows; flat-screen televisions. Guests will enjoy the latest version of Westin’s Heavenly Bed, as well as new carpet in the rooms and corridors, and coffee makers and more. Meanwhile, two of the property’s suite-like rooms will provide expansive living spaces and guest baths, and the executive suite will offer a separate living area and sleeper sofa. Guests will also enjoy close access to the nearby resort’s Clubhouse, Wigwam Room restaurant and championship golf course, easily accessible with Lodge at Nakoma’s free shuttle service.

**MEDIA CONTACT:** LISA MAY, SHASTA CASCADE WONDERLAND ASSOCIATION, 530-365-7504, LISA@SHASTACASCADE.ORG, SHASTACASCADE.COM

**PUBLIC CONTACT:** GABRIEL LEETE, SHASTA CASCADE WONDERLAND ASSOCIATION, 530-365-1180, PR@SHASTACASCADE.ORG, SHASTACASCADE.COM

---

**The Westin South Coast Plaza Costa Mesa Finishing Major Facelift**

The Westin South Coast Plaza in Costa Mesa is putting the final nips and tucks on an extensive renovation of its 393 rooms and suites that will be complete by late spring 2015. The project, which began in November 2014, includes a complete redesign and upgrade of the bathrooms and a full replacement of all soft and hard goods, including new 42-inch flat screen televisions. Guests will enjoy the latest version of Westin’s Heavenly Bed, as well as new carpet in the rooms and corridors, and corner king rooms will be transformed into state-of-the-art HUB technology rooms.

**MEDIA/PUBLIC CONTACTS:** LINDA TA, COSTA MESA CVB, 714-786-8585, TRAVEL@TRAVELCOSTAMESA.COM, WWW.TRAVELCOSTAMESA.COM
DANA POINT

The St. Regis Monarch Beach Resort to Unveil Multi-Million-Dollar Renovation

This June The St. Regis Monarch Beach Resort will debut its multi-million-dollar renovation of the resort’s 400 rooms and suites, scheduled to be complete in June 2015. The hotel management partnered with Los Angeles-based Rodrigo Vargas Design to refresh rooms with “understated luxury,” featuring modern textiles, sea grass-textured wallpaper, luxurious chaise lounges, marble-top armoires to complement the full marble baths, flexible headboard reading lamps and new ocean-inspired artwork. Updated patio furniture will adorn the balconies that adjoin every room and suite. In addition to the new aesthetics, guest rooms and suites offer enhanced in-room technology, with new communication panels providing one-touch access to housekeeping to request service, turndown and privacy, and guests will be able to send text messages prompting valet to retrieve their vehicles. A new press reader service gives guests access to more than 3,000 full-content daily newspapers and magazines on their devices, and Bluetooth-enabled alarm clocks and wall-mounted flat screen televisions allow guests to sync their phones or tablets to play music and stream movies. Other updates on property include a new seasonal menu at Motif focusing on organic produce, sustainable seafood and humanely-raised poultry and meats. Come early summer, the resort will complete construction of a new herb garden and on-site beehives to provide hyper-local ingredients for Motif’s new menu.

MEDIA CONTACT: HEATHER NOLL,
CHALKBOARD COMMUNICATIONS, 415-290-2891,
HEATHER@CHALKBOARDCOMM.COM,
WWW.CHALKBOARDCOMM.COM
PUBLIC CONTACT: CREIGHTON SMITH,
INN AT NEWPORT RANCH, 800-777-7777,
INNKEEPER@THEINNATNEWPORTRANCH.COM
WWW.THEINNATNEWPORTRANCH.COM

IRVINE

Hotel Irvine Reopens as Lifestyle Hotel

Centrally located in Orange County, the Hotel Irvine is a newly renovated contemporary-chic lifestyle hotel that epitomizes comfort and style. Designer-decorated rooms and suites cater for both the leisure and business traveler’s needs with extra-length beds, flat screen TV’s, complimentary wireless Internet and airport transportation. The hotel offers an array of facilities, including a swimming pool, fitness studio, basketball court and bikes to rent, as well as a personalized “Reach Me” text concierge. Excellent local and international cuisine can be enjoyed at EATS Kitchen & Bar, while the sophisticated Red Bar and Lounge has an extensive collection of fine champagnes, craft beers and handcrafted cocktails. The 24-hour Marketplace offers freshly made ‘on-the-go’ deli food and snacks perfect for families.

MEDIA CONTACT: MARGUARITE CLARK,
MARGUARITE CLARK PUBLIC RELATIONS, 949-295-2800,
MC@MCLARKPR.COM, WWW.MCLARKPR.COM
PUBLIC CONTACT: KIMBERLY SANDERS, HOTEL IRVINE,
949-225-6623, KSANDERS@HOTELIRVINE.COM,
WWW.HOTELIRVINE.COM

IRVINE

Hilton Garden Inn to Open in August 2015

A brand-new Hilton Garden Inn is slated to open this August, boasting 170 guest rooms and six suites near Orange County’s John Wayne Airport. The new multi-million-dollar property will feature 3,800 square-feet of state-of-the-art meeting space broken out into eight meeting rooms—the largest of which offers 1,200 square feet. The hotel will offer built-in sound and lighting, full bar, floor to ceiling windows and an open floor plan. As part of the upgrade, the hotel recently opened its French brasserie Delphine, as well as its Station Hollywood bar, the latter of which features in-house DJs.

MEDIA CONTACT: STEVI SINGLETON, W HOLLYWOOD,
323-798-1344, STEVI.SINGLETON@WHOTELS.COM,
WWW.WHOLLYWOODHOTEL.COM
PUBLIC CONTACT: STEVI SINGLETON, W HOLLYWOOD,
323-798-1344, STEVI.SINGLETON@WHOTELS.COM,
WWW.WHOLLYWOODHOTEL.COM

HOLLYWOOD

W Hollywood Unveils a Fresh New Look for its 5th Anniversary

To celebrate its fifth anniversary the W Hollywood completed their $2.3 million dollar facelift, introducing a newly redesigned Living Room space that adds even more sparkle to the iconic intersection of Hollywood & Vine. The Living Room’s decor pays homage to old-school Hollywood glamour while referencing mid-century Southern California cool, and gives guests a front row seat to fashion trunk shows, wine tastings and film screenings. This exclusive retreat in the heart of the hotel features an outdoor theater with a 35-foot movie screen, intimate lounge seating, fire pits and an outdoor bar. The rooftop WET Deck was upgraded with a fresh look so guests could savor panoramic views of Hollywood and downtown Los Angeles while soaking up the sun in style. The Loft, formerly occupied by Drai’s Hollywood nightclub, is now the hottest rooftop event space in Los Angeles, hosting...
complimentary shuttle service and parking, along with well-appointed amenities. Dining options include the Bistro and Zen Bar.

**MEDIA CONTACT:** WENDY HAASE, DESTINATION IRVINE, 949-502-4112, WENDY@DESTINATIONIRVINE.COM, WWW.DESTINATIONIRVINE.COM

**PUBLIC CONTACT:** RESERVATIONS FOR HOTEL, HILTON GARDEN INN, 949-224-3500, EDELACRUZ@S3HOTELGROUP.COM, WWW.HILTONGARDENINN3.HILTON.COM

**LAGUNA BEACH**

**Laguna Beach House Debuts after $1.5 Million Transformation**

Laguna Beach House debuted April 1, following a $1.5 million dollar renovation to all 36 guest rooms, as well as an expanded lobby and pool deck and an all-new meeting space. The new beach cottage was designed to reflect the laid-back California vibe with coastal-inspired décor throughout, including vintage surf books, small handcrafted instruments, succulents, canvas totes, polaroid cameras and more. Each guest room features a custom-shaped surfboard hanging over the bed, G&S skateboards acting as towel racks and limited edition artwork reminiscent of vintage travel posters. Twenty rooms feature private balconies with garden tables and chairs and coastal views. The expanded pool area features casual lounge furniture and a fire pit, making it a perfect place to relax under the sun or stars. A chalkboard in the lobby offers the daily surf report. Surfboards are also available for purchase on-site. The lobby also acts as a gathering place each evening for guests during a hosted wine hour with General Manager Rachel Tejeda.

**MEDIA CONTACT:** SARA SWIGER, C&R COMMUNICATIONS, 310-664-8841, SSWIGER@DISCOVERCRC.COM, WWW.DISCOVERCRC.COM

**PUBLIC CONTACT:** RACHEL TEJEDA, LAGUNA BEACH HOUSE, 949-497-6645, RTEJEDA@THELAGUNABEACHHOUSE.COM, WWW.THELAGUNABEACHHOUSE.COM

**PALM SPRINGS**

**Proper Hospitality Rebrands Viceroy Palm Springs**

New hospitality company Property Hospitality, which is renovating the Avalon Hotel Beverly Hills, just rebranded the Viceroy Palm Springs as the Avalon Hotel Palm Springs on April 7, 2015. Throughout 2015 and 2016, Proper Hospitality plans to announce a series of new initiatives and upgrades, setting the stage for the future expansion of the Avalon Hotels brand. First established in the 1930s, the award-winning downtown Palm Springs boutique hotel offers 67 guestrooms, including 13 historic one and two-bedroom villas, three pools, a restaurant, an event venue and the Estrella Spa—all nestled amongst four acres of grounds with views of the San Jacinto Mountains. The spa is partnering with American Medicinal Arts—a holistic healing collective—to reinvigorate the experience with cutting-edge health and wellness programming.

**MEDIA CONTACT:** ALEXANDRA LUDMER, CINCH PR & BRANDING GROUP, INC., 415-576-1237, PROPER@CINCHPR.COM, WWW.CINCHPR.COM

**PUBLIC CONTACT:** PROPER HOSPITALITY PROPER HOSPITALITY, 310-277-5221, PROPER@CINCHPR.COM

**TERANEA RESORT**

**Terranea Resort to Complete Major Outdoor Pool Enhancement Project by Mid-Summer**

Terranea Resort’s new Vista Pool enhancement is currently underway, adding a fourth and final pool to the resort’s offerings by mid-summer 2015. The Vista Pool will join the three existing guest pools at Terranea Resort: The Spa Pool, for guests 18 years and older to further unwind before and after spa treatments; Cielo Point Pool, for a casual adult-only atmosphere with its own sandy beach; and the Resort Pool, with a 140-foot water slide and Splash Zone for families. Located adjacent to Terranea’s signature restaurant mar’sel, the Vista Pool will be open to guests age 13 and older and offer magnificent views of the Pacific Ocean as well as food and beverage services and a relaxing atmosphere. The saltwater pool and Jacuzzi will be the perfect oasis for mature guests looking for a quiet place to soak up the California sun.

**MEDIA/Public Contact:** JESSIE BURNS, TERRANEA RESORT, 310-265-2857, JBURNS@TERRANEAROS.COM, WWW.TERRANEACOM

**PASO ROBLES**

**New Allegretto Vineyard Resort Coming this Summer**

Surrounded by vineyards and orchards in the rolling hills of Paso Robles, the new Allegretto Vineyard Resort is set to open summer 2015. The Mediterranean-style estate will feature European-influenced architecture along with 171 guest rooms and suites decorated in Euro chic fashion. Rooms will feature luxurious amenities such as 100 percent Egyptian Cotton Sheets, Ayres Dream Sleeper Mattresses, 42” Flat Screen HD TVs, Keurig Coffee Makers, separate seating areas and more. The resort will also offer a full-service restaurant and bar, in-room dining, boutique luxury spa, fitness center, business center and wine tasting room. The resort’s captivating offerings extend to the outdoors with a courtyard fireplace and fire pits, bocce ball and horseshoe courts, heated pool and delightful cabanas. Designed to inspire relaxation and rejuvenation, over half of the 20-acre property is covered in meditation gardens, orchards and vineyards. With its combined 35,000 square feet of indoor and outdoor event space, Tuscan-inspired chapel and re-creation of Romeo and Juliet’s tunnel, Allegretto offers a great setting for elegant events and romantic weddings. The first Ayres Hotel property on California’s Central Coast, this luxurious resort is also home to 36 apartment-style Extended Stay Villas.

**MEDIA CONTACT:** LINDSAY MOORE, AUGUSTINEIDEAS, 916-774-9600, LMOORE@AUGUSTINEIDEAS.COM, WWW.AUGUSTINEIDEAS.COM

**PUBLIC CONTACT:** AMANDA DIEFENDERFER, TRAVEL PASO ROBLES ALLIANCE, 805-600-8526, ADIEF@TRAVELPASO.COM, WWW.TERRANEACOM
New Glamping Experience Debuts in Redding

Mary Smith Campground on Lewiston Lake recently introduced luxury camping for visitors who want to savor an outdoor adventure without roughing it—at a much lower cost than a traditional motor lodge. Tucked away in Trinity County, the campground now offers six glamping tent cabins all situated near the shoreline of the rugged Shasta-Trinity National Forest. Untouched by the campers and anglers of other more popular lakes nearby, the experience is designed for those who prefer the road less traveled. Guests can enjoy splendid views of Lewiston Lake from a private redwood deck and then step inside to a cozy room outfitted with rustic peeled-log furniture, including a queen bed with linen, pillows and a down comforter, nightstands, arm chairs, a café table and a boot bench. Each tent cabin site includes a fire pit and picnic table for enjoying private dining. Guests can moor their boat near their cabin along the shore as well as rent a motorboat, kayak or canoe further up the lake. The campground is open from mid-May to late October.

San Diego

Hilton Mission Valley Unveils Massive $12 Million Reinvention

The Hilton Mission Valley property recently completed a $12 million renovation, featuring a new top-to-bottom look that captures a chic and sophisticated, yet casually inviting ambiance throughout the public spaces, new restaurant and each of the hotel’s 350 guest rooms and suites. The dramatic reinvention of the Hilton San Diego Mission Valley includes the stylish redesign of the hotel’s impressive lobby and inviting interior public spaces, as well as an all-new city view executive lounge. All design upgrades feature sleek, modern furnishings in a warm and soothing color palette with contemporary, high quality finishes of wood, stone and fine fabrics. The hotel also introduced a spectacular new outdoor space, complete with an outdoor pool area, expansive open deck, and all-new furnishings for enjoying alfresco dining all year round. Located just north of the San Diego airport, the hotel is close to attractions such as SeaWorld, Qualcomm Stadium, Fashion Valley, San Diego Zoo and more.

San Francisco

Villa Florence Debuts New $15 Million Makeover

San Francisco’s Italian-inspired hotel Villa Florence just debuted its new $15 million look this past spring, making this summer the perfect time to visit! Located in Union Square, the first phase of the renovation featured an extensive transformation of the hotel’s 182 guest rooms and corridors and added seven new guest rooms, bringing the grand total to 189 rooms. The new furniture includes cut velvet lounge chairs and Peony flowers—reminiscent of Florentine flower markets—on guest bed headboards, along with bed pillows featuring the Fleur-des-Lis, the symbol of Florence. Guestroom amenities include in-room desks with outlets and USB ports, reading lights and an ergonomic desk chair. Desks also feature built-in make-up stations. Three meeting rooms accommodate groups up to 70, providing the ideal location for business meetings, rehearsal dinners, small weddings and other group gatherings. The hotel’s restaurant Kuleto’s, is a well-known San Francisco institution featuring authentic Northern Italian cuisine. Additional amenities include Bar Norcini, located at the hotel’s entrance, a business center and an exercise/fitness room. Originally erected for bridge-builders, the building has a rich history with a quirky personality. In 1909, the structure became Hotel Manx and during Prohibition was the location for a speakeasy.

Kimpton Introduces New BDK Restaurant & Bar at the Hotel Monaco

This spring Kimpton introduced BDK Restaurant & Bar at the Hotel Monaco, located in San Francisco’s Lower Nob Hill neighborhood. The stylish American tavern is named after the hotel company’s founder, Bill Drennon Kimpton, who created his own genuine and thoughtful form of hospitality, which is reflected in BDK’s welcoming approach. Chef Heather Terhune (Sable Kitchen & Bar, Jean Louis) heads up the kitchen, offering a soulful and satisfying menu of updated classics, while Kevin Diedrich (Jasper’s Corner Tap & Kitchen, Bourbon & Branch, PDT, Clover Club) presides over the bar. San Francisco-based design firm Ken Fulk Inc. (Marlowe, The Battery) has created the feeling of a modern public house, with sunlight streams bursting through arched windows and handsome materials such as raw steel, leather, polished brass and oak. The 83-seat dining room features a communal table for up to 18, in addition to both high-and low-top tables. Guests can also choose to dine in the generous bar area, with seats for 17 along the counter made of California granite as well as seating for 16 at surrounding cocktail tables. Terhune’s American menu includes playful touches throughout, while Diedrich serves a robust menu of accessibly priced cocktails.
Hotel G Partners with Creativity Explored Arts Center

Hotel G, one of downtown San Francisco’s newest lifestyle boutique hotels, recently launched a program with Creativity Explored—a local nonprofit arts center for adult artists with developmental disabilities—to curate, showcase and sell artwork. The art on display in the guestrooms and lobby is as diverse as the 130 artists who work in the Creativity Explored studios. Selections range from large-scale abstract paintings, intricately detailed pen-and-ink drawings to colorful ceramics, folk textiles, digital prints, collages, and mixed media sculptures. All of the artwork is available for sale with half of the proceeds going directly to the artist. As the work sells, it will rotate to provide a fresh, revolving gallery for hotel guests.

MEDIA CONTACT: KELLY CHAMBERLIN, CHAMBERLIN PUBLIC RELATIONS, 415-336-4332, KELLY@CHAMBERLINPR.COM, WWW.CHAMBERLINPR.COM
PUBLIC CONTACT: ANN KAPPE, CREATIVITY EXPLORED, 415-863-2108, ANNKAPPES@CREATIVITYEXPLORED.ORG, WWW.CREATIVITYEXPLORED.ORG

Hilton San Francisco Union Square Reveals Second Phase of Multi-Million-Dollar Renovation

The Hilton San Francisco Union Square recently unveiled a renovation of 575 guest rooms and suites, including the addition of 11 rooms. Bringing the hotel’s inventory to 1919 rooms, this renovation is part of a bigger project which also included previous Tower 3 enhancements to all guestrooms, suites and meeting space. Featuring a minimalist, fresh design with dark woods and ocean-inspired colors, the new guest room design in Tower 1 offers stunning views of San Francisco’s skyline as the focal point. New entry doors and sound-proofing wall insulation were added along with sleek furniture, plush beds and mini-refrigerators. Contemporary bathrooms showcase black tile accents and modern fixtures. In addition, the property recently upgraded Internet access, now offering one of the best in the city. The entire renovation project is slated for completion later this year.

MEDIA CONTACT: LESLEY DUCKWORTH, QUINN, 212-868-1900 X 232, LDUCKWORTH@QUINN.PR, WWW.QUINN.PR
PUBLIC CONTACT: ALLISON FINAZZO, QUINN, 212-868-1900 X 262, AFINAZZO@QUINN.PR, WWW.HILTON.COM/SANFRANCISCO

Newly Renovated Ritz-Carlton, San Francisco Introduces Luxury Wine Tasting Salon

Following the beloved city landmark’s spring multi-million-dollar renovation of its 336 guest rooms and 60 suites, The Ritz-Carlton, San Francisco will soon enrich the guest experience further with the opening of a Jean-Charles Boisset tasting salon in its lobby in summer 2015. The luxury wine tasting salon and retail boutique unites the world of fine wine and fashion, offering exclusive wines from the JCB Collections in Burgundy, Napa Valley and Russian River Valley in a resplendent setting.

MEDIA/PUBLIC CONTACT: SHELLEY AUYEUNG, THE RITZ-CARLTON, SAN FRANCISCO, 415-364-3479, SHELLEY.AUYEUNG@RITZCARLTON.COM, WWW.RITZCARLTON.COM/EN/PROPERTIES/SANFRANCISCO

San Francisco Marriott Marquis Completes Multimillion-Dollar Renovation of Famous Sky Lounge

The San Francisco Marriott Marquis gave visitors inspiring new views with the February 2015 completion of their multi-million-dollar transformation to The View—one of the nation’s most famous sky lounges. The View crowns the 39-story hotel and its Art Deco-inspired design now reflects the chic, contemporary ethos of its prime SoMa location. Renowned for its domed floor-to-ceiling starburst windows which showcase an unrivaled panorama of the Bay Area and beyond, The View features a sleek and sophisticated interior designed to unite the lounge with the exterior skyline.

In the evening, low-level lighting, including jewel-like pendants, iridescent finishes and reflective surfaces capture the starlight to create an ethereal space evoking a sense of infinite possibility. Within The View, several distinctive lounges combine to create a club-like venue. A moody color palette of platinum, slate and ebony accented by deep ruby tones set a sultry vibe heightened by the use of rich textural fabrics and leathers throughout the space. An eclectic mix of fashion photography, city images and sculpted metal artwork inject the décor with thoroughly modern yet timeless appeal. Executive Chef David Holland’s contemporary cuisine captures the vibrant flavors of San Francisco’s multicultural neighborhoods. The menu of seasonal small plates complements a curated selection of regional wines and handcrafted cocktails.

MEDIA CONTACT: SAMARA DIAPOULOS, SAMARA PUBLIC RELATIONS, 415-673-5634, SAMARA@SAMARA-PR.COM, WWW.SAMARA-PR.COM
PUBLIC CONTACT: NICK DOLAN, SAN FRANCISCO MARriott MARKQUIS, 415-896-1600, NICHOLAS.DOLAN@MARRIOTT.COM, WWW.SFVIEWLOUNGE.COM

Boutique Property Opens on Santa Cruz’s Historic Beach Hill

The Rio Vista Luxury Suites, a new boutique hotel, recently debuted in the Beach Hill neighborhood of Santa Cruz. This historic property—designated as such by the Museum of Art & History’s Blue Plaque Landmark Award Program—was originally built in 1890. Designed by local architect LeBaron Olive and owned by Margaret Barfield, a wealthy widow, the 3,250-square-foot home is in the Stick-Eastlake style from the late 19th-Century. Now completely redone, a $3 million renovation has restored the mansion property to its previous splendor. An original curved wooden grand staircase, redwood entry way, eight stained glass windows and a servants’ stairway are married with flat-screen televisions in each room, multi-head shower/saunas, whirlpool tubs, Wi-Fi and a fingerprint room key. This 12-room hotel offers continental breakfast, as well as artifacts found during
the project on display in the lobby, including a commemorative plate from San Francisco’s Panama-Pacific International Exposition of 1915.

MEDIA/PUBLIC CONTACT: CHRISTINA GLYNN, SANTA CRUZ COUNTY CONFERENCE & VISITORS COUNCIL, 831-427-4405 EXT.112, CGLYNN@SANTACRUZ.ORG, WWW.SANTACRUZ.ORG

SANTA MONICA

Loews Santa Monica Beach Hotel Unveils Dramatic New Swimming Pool

Loews Santa Monica Beach Hotel recently debuted a dramatic new swimming pool and pool deck in advance of the summer season. Located on the sun-drenched 4th floor of the beachfront hotel, the elevated pool offers guests remarkable views of the Pacific and famous Santa Monica Pier. Designed by Paul Altomare, the pool features a plaster pebble finish that stretches 24-by-90 feet and is maintained at a soothing temperature of 86 degrees Fahrenheit year-round. Design highlights include 13 fire pits with cozy lounge furniture, four poolside patio rooms that offer direct access to the deck and are equipped with personal fire pits, as well as a state-of-the-art sound system that projects music throughout the deck and underwater. Open daily, the pool deck can accommodate up to 200 people and is lined with 80 chaise lounge chairs and spacious canopy-style day beds, making it an ideal setting for private events. Guests can enjoy ‘Toast to the Sunsets’ each evening with complimentary Champagne, and a specialized pool menu from Blue Streak Pool Bar. Also new is a poolside ice cream cream from the popular, local LA Creamery each evening with complimentary Champagne, and a specialized pool menu from Blue Streak Pool Bar. Also new is a poolside ice cream from the popular, local LA Creamery.

Solano Beach

Solano Beach Announces Updates for Hotels, Restaurants and Visitor App

Solano Beach in San Diego County recently announced a variety of updates geared towards enhancing the visitor experience. The iconic Winner’s Circle Resort just finished a four-year, $7 million renovation to its 94 one- and two-bedroom suites and landscaping. All suites feature full kitchens and two full bathrooms. The updates include a courtyard, swimming pool, hot tub, gym, tennis courts and BBQs. Marriott Solana Beach just finished a $2 million remodel of their property on Hwy 101, including upgrades to its 120 rooms. The hotel features two dedicated floors for different guest needs; the bottom floor now features modern decor, hardwood floors with a more chic feel, while the upstairs now boasts vaulted ceilings, carpeting and a more ‘homey’ décor and vibe. The hotel, designed to depart from the “cookie cutter” Marriott, features an outdoor bistro, outdoor pool and hot tub. New Solana Beach restaurants include retro-modern beach bar Pillbox Tavern, fast casual eatery café Local Greens. The town also welcomed Float North County, an innovative sensory deprivation float chamber for relaxation and healing. To help visitors navigate the latest developments, the Solana Beach Chamber of Commerce just released a free app for iOS and android that pushes updated content in real-time content, from upcoming events, discounts, map and fan wall.

MEDIA CONTACT: MAC WILLIAMSON, SOLANA BEACH CHAMBER OF COMMERCE, 760-917-8977, MARKETING@SOLANABEACHCHAMBER.COM, WWW.SOLANABEACHCHAMBER.COM

ST. HELENA

Charlie Palmer’s New Harvest Table Restaurant Opens in Napa Valley

Harvest Table, the much-anticipated restaurant of Harvest Inn by Charlie Palmer, is now open in St. Helena, featuring locally sourced ingredients and great wines. Newly appointed Executive Chef Levi Mezick oversees the wine country kitchen menu, while Culinary Horticulturist Laura McNiff runs the property’s five culinary gardens. Harvest Table, an airy space flanked by alfresco dining terraces, offers a welcoming atmosphere for relaxed dining. A 12-seat U-shaped bar fronts the 110-seat restaurant, where smooth wood
finishes are offset by the classic brickwork of an oversized fireplace under the glow of abundant natural light. Taking inspiration from its juxtaposition of organic and man-made landscaping, Harvest Table is an honest and refined restaurant, ideal for St. Helena gatherings. Once open the eatery will serve lunch Wednesday through Friday, brunch on Saturdays and Sundays and dinner Tuesday through Sunday. The bar will be open daily.

MEDIA/PUBLIC CONTACT: CHRISTA WEAVER, CHARLIE PALMER GROUP, 212-755-7050, CWEAVER@CHARLIEPALMER.COM, WWW.HARVESTTABLENAPA.COM

YOUNTVILLE
Vintage Inn Completes Major Renovation

The AAA Four Diamond award-winning Vintage Inn, located in Yountville, recently completed a major guest room renovation inspired by the natural beauty of the French countryside and the bucolic Napa Valley wine country. The renovation includes 80 guestrooms, suites and villas meticulously transformed by interior designer Trish Dietze, who used a soft color palette of white and blue grey, incorporating natural wood tones that enhance the Country French décor with early California accents. Spacious guest rooms are appointed with distressed plantation shutters, wing back chairs upholstered in burlap and distressed blue-grey leather, a farmhouse style desk and end tables that frame the luxurious bed with a rich, blue graphite finish. Design elements include natural Acacia hardwood flooring and hand-tufted wool area rugs, while the bathrooms boast an oversized sunken whirlpool jetted bathtub. Accommodations also include an intimate seating area, custom built armoires, cozy wood-burning stone-framed fireplaces and private balconies or garden patios with oversized Brown Jordan wicker patio furniture. In addition, guest rooms are decorated with original photography shot by local Napa Valley artists capturing the beauty of California wine country.

MEDIA/PUBLIC CONTACT: SUSAN BEJECKIAN, SA/SB PUBLIC RELATIONS, 626-570-1051, SBEJECKIAN@GMAIL.COM, WWW.VINTAGEINN.COM
PUBLIC CONTACT: HOTEL FRONT DESK, VINTAGE INN, 707-944-1112, CONCIERGE@VINTAGEINN.COM, WWW.VINTAGEINN.COM

YOSEMITE
Tenaya Lodge at Yosemite Commemorates 25th Anniversary

The luxe-meets-rustic Tenaya Lodge at Yosemite, located just outside the South Gate of Yosemite National Park, is celebrating its 25th anniversary in June 2015. What started as a plan for a 100-unit motel has turned into a 302-room, Four Diamond resort complete with all-new rooms, private cottages, a spa, and five onsite restaurants. Set at an elevation of 5,288 feet, Tenaya Lodge at Yosemite is an all-season resort framed by noble evergreen forest that offers easy access to Yosemite’s iconic attractions. With a quarter-century behind it, Tenaya is celebrating its history of making a difference in the local community and a lasting impression on the national park lodging market.

MEDIA/PUBLIC CONTACT: ERICA SCHLESINGER, (W)RIGHT ON COMMUNICATIONS, INC, 858-755-5411, ESCHLESINGER@WRIGHTONCOMM.COM, TENAYALODGE.COM

CULINARY

HEALDSBURG
Rodney Strong Serves up New Educational Terrace Experiences

Rodney Strong Vineyards just opened a new Terrace, the perfect space for wine lovers looking for a relaxing and educational experience. The Terrace debuted a cheese and charcuterie learning program, featuring some of the team’s favorite artisanal local and domestic cheese offerings, as well as west coast-centric aged charcuterie paired with seasonal wine accompaniments. The cheese and charcuterie plates, which serve up to two guests, range from $25–$35. This program is individually tailored to each varietal and vintage, and represents Healdsburg and Sonoma County regional producers and farmers in every bite.

MEDIA CONTACT: ROBERT LARSEN, RODNEY STRONG VINEYARDS, 707-433-0988, RLARSEN@RODNEYSTRONG.COM
PUBLIC CONTACT: PAULINE BLOCK, RODNEY STRONG VINEYARDS, 707-433-0945, EVENTS@RODNEYSTRONG.COM, WWW.RODNEYSTRONG.COM

HEALDSBURG
Wine Country Walking Tours Starts New Tour

Wine Country Walking Tours, the original Healdsburg fine wine and foodie walking tour, now offers something new for the gourmet. The New Flavors of Healdsburg 2.0 tour offers the most creative wine and food pairings to date, taking guests on a delicious taste discovery designed for the foodies who may have visited Healdsburg in the past or who want to explore what is currently making headline news in the wine and food world. Tour includes pairing Mexican queso fresco morsels (roasted fresh Mexican Cheese and Cucumber), Pork Barbacoa (slow cooked pork, chile guajillo, garlic and onions), Chile Verde (pork marinated in tomatillos, onions and garlic sauce) with French style wines from Sanglier Cellars. The four-hour tour also takes in some newer, must-try and sample from Stark Wines, Sanglier Cellars, Noble Folk Ice Cream and Pie Bar, Mateo’s Cocina Latina, Banshee Wines, Gustafson Winery, the Wurst Restaurant, Russian River Tea Company, Blackbird Café, and Shed. Wine Country Walking Tours offers tours daily at 11:00 a.m.

MEDIA/PUBLIC CONTACT: KIRSTEN JONES, WINE COUNTRY WALKING TOURS, 707-758-4725, KIRSTEN@WINECOUNTRYWALKINGTOURS.COM, WWW.WINECOUNTRYWALKINGTOURS.COM

KENWOOD
La Rochelle Winery Opens in Kenwood

With the remodeling of the former Kaz Winery property complete, La Rochelle Winery now welcomes visitors to its tasting room in Kenwood, at the northern end of the Sonoma Valley. Under veteran winemaker Tom Stutz, La Rochelle Winery specializes in small-lot,
single-vineyard wines, mostly Pinot Noir and Chardonnay, but also some Pinot Meunier and sparkling wine. The “Ultimate California Pinot Noir Experience” explores La Rochelle wines from vineyard practices to fermentation, barrel aging strategies, blending, and the benefits of bottle aging. Participants will taste an assortment of barrel samples and finished wines. Or, join proprietor Chuck Easley for the intensive four- to five-hour “Become Your Own Personal Sommelier” experience. The morning session focuses on many different wine varieties, the basics of how wine is made, and understanding how personal tastes effect the wine experience. Lunch includes a discussion of the basics of food and wine pairing, and the afternoon includes “The Ultimate California Pinot Noir Experience.”

MAMMOTH LAKES

The Eatery By Bleu Joins Mammoth Brewing Company

The Eatery By Bleu is now open in the Tasting Room at Mammoth Brewing Company. Offering delicious bites, the food at The Eatery complements the delicious local beers of Mammoth Brewing Company. This casual gastropub dining experience offers guests unique dishes such as lobster corn dogs and bacon beignets, and during the summer, guests can enjoy the outdoor beer garden. The outdoor patio offers one of the best alfresco dining views in Mammoth Lakes and no reservations are necessary, making this the best seat to simply relax and enjoy a cool drink. The Eatery is open Tuesday to Sunday from 3:30 to 10 p.m.

MILLBRAE

New International Restaurant Opens in Millbrae

Located 15 miles south of San Francisco, The Third Eye Restaurant & Bar just opened in downtown Millbrae, bringing even more global dining options to this growing town. Featuring cuisine from Northern India, Nepal and Tibet, the restaurant offers a regular menu and a daily fresh lunch buffet featuring popular delicacies and unique offerings along with traditional favorites. For sport enthusiasts, the eatery’s bar boasts 9 HD flat screens featuring local games. Downtown is also home to the Millbrae Transit Center, which connects Caltrain and Bart train systems making it even easier to find.

MONTEREY

Peter B’s Brewpub Opens New Barrel Room

Peter B’s Brewpub, Monterey’s original craft brewery located behind the Portola Hotel & Spa, is thrilled to announce the debut of their brand new Barrel Room. The all-new Barrel Room is located next to the Brewery entrance inside of Peter B’s Brewpub and features a table designed and crafted by local artisan, Todd Wilde. The table design was inspired by wine barrels used for aging the craft beers brewed at Peter B’s. The table seats 16 and is made from Randazzo Salvage wood. This new barrel room is the ideal setting for private dinners and tastings.

PALM SPRINGS

Atlas Social Debuts in Napa

Downtown Napa recently welcomed Atlas Social, a new eatery featuring flavors from around the world. Atlas Social focuses on small plates inspired by the seasonal products from the sea, ranches and farms in Northern California. The restaurant seats 70 inside, mostly at bar-height tables, with 30 seats outside overlooking bustling First Street in downtown Napa. Atlas Social’s distinctive design was created by noted architect and designer Juan Carlos Fernandez/Signum Architecture.

Palm Springs Serves Up Two New Eateries

Visitors now have two more delicious dining options in Palm Springs. Located right in the center of N. Palm Canyon Drive, Serious Food & Drink is a New American restaurant with a fun, relaxed atmosphere. The family-owned restaurant boasts a beautiful outdoor patio great for enjoying a hand-crafted cocktail. The seasonal menu, which is based on locally available ingredients, includes clever takes on upscale versions of American comfort foods such as the chili relleno grilled cheese or the mac & cheese carbonara gratin. Located in the Uptown Design District in the historic mid-century modern Twist Building, Dish features new contemporary/modern American cuisine. The main dining room features signature dining experience with multiple amuse bouche, creative, unique, and flavorful appetizers, entrees and desserts. A private Chef’s room is available with a private back entrance. Chef’s tasting dinners and themed dinners will also be offered throughout the year.
ROHNERT PARK

**Victor Hill Wines Opens Tasting Room on Sonoma Plaza**

Sip the small-lot premium wines produced by Victor Hill Wines in its tasting room in a newly remodeled storefront on the southeast corner of the historic Sonoma Plaza. Victor Hill wines are made only with grapes grown in Sonoma County. Winemaker and proprietor Vic McWilliams has more than 30 years experience making award-winning wines and managing vineyards in Sonoma. Co-proprietor Tom Hill grew up in Germany near the ancient wine-producing region of Franconia, and further developed his love of wine while living in France and Switzerland.

**MEDIA CONTACT: VIC MCMILLAN, 707-343-1595, INFO@VICTORHILLWINES.COM**

**PUBLIC CONTACT: VICTOR HILL WINES, WWW.VICTORHILLWINES.COM.**

SACRAMENTO

**Crest Theatre Adds New Restaurant**

Empress Tavern—an American Carvery—just debuted at the historic Crest Theatre, offering rotisserie meats, craft cocktails and an adventurous battery of beers. The menu, conceptualized by Chef/Owner Michael Thiemann and Co-Executive Chef Matt Masera, will revolve around a massive Rotisol rotisserie spinning a variety of proteins. Chef Thiemann also owns and operates the vegetarian restaurant "Mother" next door. The Empress space itself, situated in the theatre basement features an eclectic and unfussy décor with an open kitchen. The eatery, which opened this spring, offers 170 dining seats, large booths and a chef’s table for private dining.

**MEDIA CONTACT: KATY LIM, CHANGE COMMUNICATIONS, 415-375-0663, KATY@BETHECHANGEPR.COM, WWW.BETHECHANGEPR.COM**

**PUBLIC CONTACT: JOHN SMITH, EMPRESS TAVERN, 916-594-9812, INFO@EMPRESSTAVERN.COM, WWW.EMPRESSTAVERN.COM.**

SAN FRANCISCO

**Union Square, the Latest Hotspot for Foodies**

In recent months Union Square has introduced a huge wave of innovative eateries, making it the hottest San Francisco destination for foodies and cocktail lovers. New establishments in the past quarter include: Hotel G’s 398 Restaurant (Euro-American cuisine), Klyde Café & Wine Bar (organic American cuisine), Benjamin Cooper cocktail and oyster bar (featuring star bartenders Brian Felley and Mo Hodges); BDK Restaurant, a New American tavern honoring Bill Kimpton and fronted by former ‘Top Chef’ contestant Heather Terhune and Kevin Diedrich; Hogwash, a craft beer paradise with over 30 craft beers on tap; Tap 415, serving up beer, cocktails and upscale bites from chef Matthew Dolan (25 Lusk); Mazzarin, serving curated coffees, beer and lunch from chef Justin Nilson; Hawthorn, a nightclub and cocktail lounge; Bar 587, with drinks mixed by renowned bartender Gabriel Lowe (formerly of The Battery and Berretta); Gaspar, Franck LeClerc’s latest French restaurant; and All Spice, Chef Sachin Chopra’s Michelin Star homage to Indian cuisine. They join the acclaimed Kin Khao, Bartlett Hall and AveLine, which opened in the past year to local enthusiasm.

**MEDIA CONTACT: KATY LIM, CHANGE COMMUNICATIONS, 415-375-0663, KATY@BETHECHANGEPR.COM, WWW.BETHECHANGEPR.COM**

**PUBLIC CONTACT: JEANI HUNT-GIBBON, UNION SQUARE BUSINESS IMPROVEMENT DISTRICT, 415-781-7880, JEANI@UNIONSQUAREBID.COM, WWW.VISITUNIONSQUARESF.COM**

**The Hall Dining Complex Debuts in San Francisco**

The Hall, a temporary food and drink venue, recently brought more indie local eats to the Mid Market neighborhood. Making use over the next two years of an empty building that will eventually be converted into apartments, The Hall features six creative local food vendors, centralized seating for socializing and a lively bar scene. One of the most notable eateries is El Pipila, which serves regional Mexican cuisine. El Pipila—which has received raves in the San Francisco Chronicle for its pozole and sopes—is the latest venture for La Cocina, a program which boosts low income food entrepreneurs as they formalize and grow their businesses. They do this by providing affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities. Other newbie standouts to the Hall include Little Green Cyclone’s, dishing up Vietnamese street food, and The Whole Beets, an eatery that utilizes the whole animal, roasted onsite, in their pork and beef dishes.

**MEDIA/PUBLIC CONTACT: MICHELLE FERNANDEZ, LA COCINA, 415-824-2729, MICHELLE@LACOCINASF.ORG, WWW.THEHALLSF.COM**

SAN FRANCISCO

**Bon Marché Coming this Summer**

Market Square, a dynamic mix of food and retail tenants serving the burgeoning Mid Market neighborhood, will soon welcome more impressive eateries to its roster. Bon Marché, set to open Summer of 2015, features a brasserie-style, locally sourced and seasonal menu by renowned Executive Chef Mark Liberman and Chef Matthew Sieger. Beverage director Allegre Angelo will feature an interesting, yet approachable wine list and Bar Manager Eric Quilty will create a cocktail menu to pair with the variety of food options and house-made beer. Bon Marché will feature a small production, in-house brewery system from Portland Kettle Works featuring light, Belgian-style brews like Saisons and Farmhouse Ales.

**MEDIA/PUBLIC CONTACT: MADELINE JANNING, MARLA MCLAUGHLIN, WAGSTAFF WORLDWIDE, MADELINE@WAGSTAFFWORLDWIDE.COM / MARLA@WAGSTAFFWORLDWIDE.COM, WWW.THEHALLSF.COM, TWITTER.COM/BONMARCHESF**

SAN FRANCISCO

**Mid Market Neighborhood Welcoming Reinvention of Café du Nord**

Located in the basement of the historic Swedish American Hall, Café du Nord originally opened in 1907 and served as a beloved neighborhood watering hole to its guests for many decades before being known most recently as a music venue. Steeped in San Francisco history, the award-winning teams behind Ne Timeas Restaurant Group, who currently own flour + water, salumeria and central kitchen, and The Bon Vivants,
the hospitality team behind Trick Dog, are partnering to restore the bar and highlight the story’s evolution by developing a new beverage and food program to uphold the legacy of the San Francisco icon. Serving until 2:00 a.m. every day, the reinvented menu will feature dishes and cocktails inspired by 100 years of San Francisco nightlife.

MEDIA CONTACT: NICOLE KILIAN, MEDIA/PUBLIC CONTACT: JULIA MISRASI, MOURAD, LAUREN@LAURENSALAUN.COM

SAN FRANCISCO

Aatxe Debuts in Upper Market Area

Spain’s convivial dining culture comes to life with the new Aatxe restaurant (pronounced aah-CHAY), which recently opened to much fanfare in San Francisco’s Upper Market neighborhood. The first project by up-and-coming chef Ryan Pollnow, partner of Ne Timeas Restaurant Group and former chef de cuisine of the team’s central kitchen restaurant, Aatxe honors and highlights the products of Northern California through the lens of Spanish cuisine. Located on the street level of the historic Swedish American Hall and upstairs from the soon-to-reopen Cafe du Nord, Aatxe has partnered with The Bon Vivants, an internationally acclaimed cocktail team, on a carefully curated cocktail list that will provide guests with a well-rounded Spanish dining experience.

MEDIA CONTACT: NICOLE KILIAN / JENNIFER RODSTROM, MEDIA/PUBLIC CONTACT: HOUSTESS, AATXE, 415-471-2977, INFO@AATXESF.COM, WWW.AATXESF.COM

SAN FRANCISCO

Mourad Restaurant Opens in FiDi

One of the city’s biggest openings of the year, Chef Mourad Lahlou of Michelin starred Aziza restaurant just debuted his new namesake restaurant in the historic PacBell building where SoMa meets FiDi. Boasting 258 seats, he has created a menu that pairs beautiful California cuisine with a hint of his signature Moroccan flavors. Paired with wines curated by Master Sommelier Alan Murray, this restaurant has become one of the “must-dine” eateries in town. Lundberg Design designed the contemporary two-level space, which features Moroccan influences and motifs combined with modern touches like a suspended steel and glass wine bridge that houses a backlit wine cellar. Guests who want to linger can also enjoy a spacious lounge and bar area.

MEDIA/PUBLIC CONTACT: JULIA MISRASI, MOURAD, 415-660-2500, JULIA@MOURADSF.COM, WWW.MOURADSF.COM

SANTA BARBARA

New Eat This, Shoot That! Santa Barbara Tour Comes Online

Eat This, Shoot That!, the popular Santa Barbara food, beverage, and photography tour company, just launched a second tour taking visitors through the city’s new and much-talked-about Wine Collection of El Paseo. This new wine-focused tour offers a classic Santa Barbara experience where guests enjoy wines that are exclusively sourced in Santa Barbara County and produced by some of the top names on the winemaking scene. In between sips of wine, guests learn how to take better food, wine, and portrait photos with their camera or smartphone, while gaining insight into the rich history of the El Paseo area and the Presidio Neighborhood. This casual 2-2.5 hour Santa Barbara wine tour includes visits to Hoffmann Brat Haus, Jamie Slone Wines, Au Bon Climat, Margerum Wine Company, Grassini Family Vineyards and Happy Canyon Vineyard.

MEDIA/PUBLIC CONTACT: LAUREN SALAUN, LAUREN@LAURENSALAUN.COM, WWW.LAURENSALAUN.COM

SANTA CRUZ

Microbrew Bus is Ready to Roll

There’s a new, easy way to visit Santa Cruz, the “micro-capitol” of the Central Coast and the breweries that call it home. Tour more than a dozen microbreweries aboard a vintage 1989 Thomas International school bus. Completely renovated and retrofitted with a fresh, living-room-inspired interior giving off a cool, mid-Century modern vibe, “Betty Jane”—as the bus is affectionately called—can accommodate 15 passengers for private and public tours. In addition, Brew Cruz hosts specialty nights, like Teacher Tuesdays (teachers receive a $10 voucher for evening brewery tours), Singles Thursdays (hosted every 1st and 3rd Thursday of the month complete with beer, games, and potential love interests), and College Fridays (picks passengers up near the UCSC campus—tour includes music, and allows BYOB on-board). The tours are designed to visit several of 14 microbreweries within Santa Cruz County.

MEDIA/PUBLIC CONTACT: CHRISTINA GLYNN, SANTA CRUZ COUNTY CONFERENCE & VISITORS COUNCIL, 831-427-4405 EXT.112, CGLYNN@SANTACRUZ.ORG, WWW.SANTACRUZ.ORG

SANTA MONICA

Landmark Restaurant Gets Million-Dollar Makeover

After 21 years as a mainstay restaurant / nightclub at the center of Santa Monica’s most popular tourist destination, Rusty’s Surf Ranch on the Santa Monica Pier has begun a major expansion and remodel with the completion of its new front façade and surf image signage. Rusty’s, recently selected as a favorite Pier destination by Westside locals, serves lunch and dinner daily and features live entertainment and dancing most weekends. A full remodel, including the addition of a second floor dining area overlooking Rusty’s stage, a sunset-view balcony to the north and a terrace with views to Catalina and LAX to the south, is planned for next winter. When completed, the facility will include 455 seats, an expanded stage and accompanying dance floor, and a second floor kitchen to help handle the refurbished menu and better serve the many tour groups and international travelers.
who visit Rusty’s each year. The next phase of the $1 million renovation will be the second floor expansion, which is projected for completion this spring.

**MEDIA/PUBLIC CONTACT:** CINDY PFEIFER, Rusty's Surf Ranch, 310-399-8886, Cindy@rustysurfranch.com, www.rustysurfranch.com

**SONOMA COUNTY**

**New Map Makes it Easy for Visitors to Create a Craft Beverage Tour**

There’s more to Sonoma County than just premium wines, which visitors can discover by following the new Sonoma County Beer, Cider, and Spirits Map. The artisan beverage industry is booming in Sonoma County, and the map provides a perfect way to get firsthand experience of its many unique flavors and tastes. Available in an interactive version online—or in paper form at Sonoma County visitor centers, lodgings, breweries, cideries, distilleries, and other tourist gathering spots—the map provides details and directions to more than 40 producers of craft beer, cider, and distilled spirits. The map serves as a guide for Sonoma County visitors who want to create their own special craft beverage tour, or as a resource for locating and buying these unique products. The map was created by the Sonoma County Economic Development Board, working with Sonoma County Tourism and Sonoma County GoLocal.

**MEDIA/PUBLIC CONTACT:** TINA LUSTER, SONOMA COUNTY TOURISM, 707-522-5818, TLUSTER@SONOMACOUNTY.COM, www.sonomacounty.com

**SONOMA VALLEY**

**Museum Highlights French Wine Tools**

An ultra-rare collection of historic French viticulture tools is showcased in the new Wine Tool Museum at Buena Vista Winery, in Sonoma Valley. From picks and plow blades to handcrafted barrel spigots, the museum highlights the state-of-the-art viticulture during the 19th and 20th centuries, in both Europe and California. When the lights go out, visitors enjoy a 20-minute light, sound, and visual show, presenting the history of winemaking through its tools. The engaging program is narrated by Buena Vista’s colorful founder Count Agoston Haraszthy, as personified by actor George Webber. Tours of the museum are combined with tasting of exclusive current release Buena Vista wines and an exploration of the winery’s recently renovated historic property and Champagne Cellars. The museum is open daily from 10 a.m. to 4 p.m., with tours offered at 10 a.m., 11 a.m. 1 p.m., 3 p.m., and 4 p.m. Reservations are required.

**SONOMA**

**Sonoma County Distilling Company’s Move to Rohnert Park Complete**

Sonoma County Distilling Company now brews, ferments, distills, barrel ages, bottles, and offers tastes of its hand-crafted, small-batch whiskeys in one location in Rohnert Park, in central Sonoma County. The company is dedicated to operating locally and having every step from grain to glass be fully integrated into its business. With all the moving boxes emptied and put away, one-hour tours ($20 per person) are available by advance reservation Thursday to Sunday. Tour participants walk through all aspects of the whiskey-making process—mashing and fermentation of grains, direct-fired alembic pot distillation, small barrel aging, and packaging. The tour also includes tasting three to five of the company’s spirits.

**PUBLIC/MEDIA CONTACT:** TAMARA STANFILL, BOISSET COLLECTION, 707-963-6939, TAMARA.STANFILL@BOISSET.COM, www.boissetcollection.com

**STOCKTON**

**Celebrity Chef Unveils New Restaurant in his Hometown**

Cooking since the age of fourteen, Chef Michael Midgley just realized his life-long dream to open his own restaurant with the opening of Midgley’s Public House. Located in his hometown of Stockton, the restaurant sits on the Brick-Walk in Lincoln Center, serving steaks, pork chops, and American-fusion small plates, paired with spirits and fine wine. The décor features stone, dark woods, lanterns and a copper-topped bar. Guests can also mingle with other diners at the beautiful outdoor bar and dining patios. Midgley has appeared as a contestant on Bravo television’s “Top Chef” and was a winner on Food Network’s “Curthoat Kitchen.” He has also appeared as a judge on Esquire network’s “Knife Fight” and Bravo’s “Top Chef Masters.” His recently released first ebook—“Mike Midgley 20 Easy Recipes: Awesome Food Anyone Can Make”—is available on Amazon.com.

**MEDIA/PUBLIC CONTACT:** WES RHEA, VISIT STOCKTON, 209-938-1551, WES@VISITSTOCKTON.ORG, www.visitstockton.org

**TRUCKEE**

**Truckee Welcomes New Eaters and Galleries**

Truckee is ushering in summer with a bevy of dining and artsy hotspots. Starting with the shop everyone’s talking about, Atelier (pronounced a-tilly-ah, which is French for “workshop”) features retail and studio space that looks like a Pinterest board filled with all the things art lovers can’t wait to create and/or buy. Atelier serves up a quiver of workshops taught by the area’s most sought after artists, and crafters who yearn to share the creative spirit. Setting up river-side with a south-facing deck that gobbles up the Sierra sunshine is the new 1882 Bar and Grill, which offers BBQ entries featuring a California-beer marinade meets southern BBQ sauce. Now at its new location in the historic Star Hotel, Art Obsessions Gallery throws open its doors for locals and visitors to feast their eyes on amazing art by renowned regional and international artists, including an exceptional collection of modern and traditional sculpture. Pizza Bar serves up pies made from housemade organic dough and baked to perfection in the restaurant’s Italian stone oven, paired with fun cocktails, wines on draft and a changing craft beer selection.

**MEDIA CONTACT:** ANNA KOENIG, SWITCHBACK PR • MARKETING, 530-586-3447, ANNA@SWITCHBACKPR.COM, www.switchbackpr.com

**PUBLIC CONTACT:** LYNN SAUNDERS, TRUCKEE DONNER CHAMBER OF COMMERCE, 530-587-8808, LYNN@TRUCKEE.COM, www.truckee.com
**TRUCKEE**

**Stella Restaurant Becomes Culinary School**

Stella Restaurant, run by Executive Chef Jacob Burton in the Cedar House Sport Hotel, has been transformed into Stella Culinary, a program for culinary travelers. The program offers hands-on cooking classes, themed underground pop up dinner parties, and a full-scale R&D kitchen that’s working year round to develop new content and recipes for the Stella Culinary community. One of the most intensive programs is Stella’s highly popular Culinary Boot Camp, a week-long culinary workshop mixed with lectures and hands-on cooking. The new program is part of Cedar House Sport Hotel’s strategy to offer culinary and outdoor adventures with comfortable, eco-friendly accommodations. The outdoor adventure part is handled by an in-house touring company, Tahoe Trips & Trails.

**MEDIA/PUBLIC CONTACT**: PATTY BAIRD, CEDAR HOUSE SPORT HOTEL, 530-582-5655, PATTY@CEDARHOUSESPORTHOTEL.COM, WWW.CEDARHOUSESPORTHOTEL.COM

---

**WEST HOLLYWOOD**

**Sweet E’s Bake Shop Opens on Restaurant Row**

Sweet E’s Bake Shop recently opened a new storefront on 3rd Street—also known as Restaurant Row—one of West Hollywood’s most popular foodie streets. In addition to its first storefront, Sweet E’s also re-launched their Website as an ecommerce platform, where customers can easily purchase delicious sweets and gift packages online for pick-up, local delivery and nationwide shipping. For those who prefer to shop hands-on, Sweet E’s carries in their store a full line of decadent desserts, from delicious cakes, cupcakes and cake pops, to unique treats like Oreo stuffed chocolate chip cookies, peanut butter bliss bars and salted caramel blondies. In addition to being known for their variety of amazing desserts, Sweet E’s also specializes in creating custom treats for special occasions, holidays, and events. Founder Erica Tucker has designed many of the celebrity birthday cakes featured on the WeTV series including cakes for Taylor Armstrong, Jill Zarin, Dennis Rodman, & Perez Hilton. She also appeared on The Food Network’s hit series ‘Cupcake Wars’, the Cooking Channel’s “Cupcake Confidential”, MTV’s “House of Food”, Bravo’s “Kim Kardashian’s Wedding Special”, Style Network’s “Tia & Tamera’s Baby Shower”, and Bravo’s “Bethenny Getting Married.”

**MEDIA/PUBLIC CONTACT**: ERICA TUCKER, SWEET E’S BAKE SHOP, 323-422-8885, ERICA@SWEETESBAKESHOP.COM, WWW.SWEETESBAKESHOP.COM

**VENTURA**

**Ventura Welcomes New Restaurants and Foodie Experiences**

Ventura recently or will soon welcome a variety of new restaurants, offering visitors to this beach town more delicious options. Mondos Tacos, Boards & Brews in downtown makes Mexican style street tacos with fresh housemade tortillas and offers local and global brew brands. Brew Bus 101, a local microbrewery tour recently came online, offering visits to downtown Ventura’s Anacapa Brewing Company, Ventura Surf Brewery, and Poseidon Brewing Company on the weekends. Foodies can now venture on the new Off Market Tasting Trail, which boasts urban breweries, wineries, tasting rooms, great restaurants and the just-opened “I’d Rather be Baking” bakery.

**MEDIA/PUBLIC CONTACT**: SUZANNE BAIRD, VENTURA VISITORS AND CONVENTION BUREAU, 805-648-2075, SUZANNE@VISITVENTURACA.COM, WWW.VISITVENTURACA.COM

---

**Palm Springs**

**Historic Building Transformed into Library**

After a $1.3 million renovation, the Welwood Murray Memorial Library reopened in February 2015 in a historic building designed by the city’s first resident architect, John Porter Clark. The facility, part of the Palm Springs Public Library system once again, offers a visitor and resident services. The library offers public computers and publications and serves as a research and storage facility for the Palm Springs Historical Society as well as a community meeting space. Guests can take advantage of the new visitor center, where they can get information such as maps, brochures...
on hotels, dining, retail, activities, last minute "after hours" hotel deals as well as computer stations with internet access.

MEDIA/PUBLIC CONTACT: SARAH HAHNE, PALM SPRINGS BUREAU OF TOURISM, 760-322-8425, SHAHNE@VISITPALMSPRINGS.COM, WWW.VISITPALMSPRINGS.COM

SAN FRANCISCO
San Francisco Cruise Ship Terminal Launches New Event Space

Conveniently located on the Embarcadero waterfront, the cruise ship terminal at Pier 27 recently launched 50,000 square feet of state-of-the-art, climate controlled space on two levels as part of the $125 million terminal build. Boasting panoramic views of the San Francisco Bay and city skyline, the space is ideal for a variety of events, such as auto shows, corporate events, fashion shows, fundraisers, non-profit events, film and photo shoots, press and media events, product launches, tradeshows and conferences. Level 1 features industrial space with more than 23,000 square feet of interior event space with flexible rigging points, exposed piping and central columns. There are multiple 18’ wide roll-up doors facing east that can be open during an event, allowing the outside in. The cement floors and light blue walls allow for lots of creative freedom. Level 2 features wall to wall carpet and 280 feet of windows facing the Bay Bridge. The parking lot can hold around 200 vehicles and is easily accessible for motor coaches, taxi, Uber and other public transportation. The parking lot can also be transformed into additional event space for tenting or outdoor activities.

MEDIA/PUBLIC CONTACT: METRO SHORE SERVICES EVENTS DEPARTMENT, METRO SHORE SERVICES, 310-816-6500, SFMETROEVENTS@METROSHORE.COM, WWW.SFMETROEVENTS.COM

SAN FRANCISCO
New Strand Theater Now Open

American Conservatory Theater’s (A.C.T.) new Strand Theater opened on May 14 and features an intimate performance space in which to produce and present new work and new artists from the Bay Area and beyond. Located directly across from Civic Center’s lively UN Plaza, The $33 million Strand boasts a 283-seat theater, a 120-seat event and performance space, and a welcoming lobby and café that will be open to city residents seeking a new destination in the Central Market neighborhood. The Strand will enable A.C.T. to expand the scope of their performances, with productions being staged at both the Geary Theater, A.C.T.’s 1,040-seat mainstage space, and at the Strand’s more intimate proscenium space. It will also be home to performances from A.C.T.’s Master of Fine Arts and Young Conservatory Program students. The first production, Caryl Churchill’s “Love and Information” begins performances on June 3.

MEDIA/PUBLIC CONTACT: KEVIN KOPJAK, CHARLES ZUKOW ASSOCIATES, 415-296-0677, KEVIN@CHARLESZUKOW.COM, WWW.ACT-SF.ORG

SAN FRANCISCO
Pop-Up Village Opens Outside Near AT&T Park

The Yard at Mission Rock, a new pop-up village at the San Francisco Giants Parking Lot A, offers residents and visitors a new community gathering spot bursting with local food and drink establishments as well as pop-up shops. Located at 3rd Street and Terry Francois Boulevard, the village is constructed out of 13 recycled shipping containers that were deemed no longer seaworthy. In addition to the permanent establishments, such as Anchor Brewing, Peet’s Coffee, SFMade, The North Face, Off the Grid and The Whole Beast, there will be weekly and monthly community and cultural events, from workout classes to cooking demonstrations. There will be a Sunday morning farmers market to bring fresh produce to the neighborhood, and collaborations with local arts organizations to enhance The Yard in unique ways. The Yard is open year-round, seven days per week.

MEDIA/PUBLIC CONTACT: LEAH TRAFFORD, GIANTS ENTERPRISES, 415-972-1817, LTRAFFORD@SFGIANTS.COM, WWW.THEYARDSF.COM

SAN FRANCISCO
Asian Art Museum to Debut New Spring/Summer Exhibit

The Asian Art Museum–Chong-Moon Lee Center for Asian Art and Culture, home to a world-renowned collection of more than 18,000 Asian art treasures spanning 6,000 years of history, recently announced its new exhibit. Starting June 5, 28 Chinese, offers glimpses of contemporary Chinese art through a group of 28 artists, ranging from the up-and-coming Liu Wei, He Xiangyu and Xu Zhen to the internationally acclaimed Zhang Huan and Ai Weiwei. These artists have made a significant impact on the contemporary art world and have contributed to a malleable definition of “Chinese contemporary art.” Featuring various forms—painting, installation, photography and new media—the exhibition reveals perspectives and attitudes towards tradition, as well as powerful responses to China today. The exhibit is organized by the Rubell Family Collection/Contemporary Arts Foundation in Miami and runs through August 16.

MEDIA/PUBLIC CONTACT: JIMIN LEE, ASIAN ART MUSEUM, 415-581-3566, JMINLEE@ASIANART.ORG, WWW.ASIANART.ORG/ABOUT/PRESS-ROOM

SIMI VALLEY
Ronald Reagan Presidential Library Announces New Exhibit

The Ronald Reagan Presidential Library and Museum will open its latest exhibit, “Football! The Exhibition,” on June 6, 2015. This 5,000 square foot exhibition features some of the most rare, historic and iconic football artifacts. Running through January 2016, the in-depth exhibit displays more than 500 artifacts, including: game-worn jerseys, some autographed, by football’s greats, including Peyton Manning, John Elway and Tom Brady; Heisman trophies from Doug Flutie, Marcus Allen and more; special sections featuring the Los Angeles Rams and the rivalry between
SANTA ROSA

Rocking Art: New Santa Rosa Gallery Opens with Work by Janis Joplin, Grace Slick

Distinctive high-energy artwork graces the walls of the newest gallery in Santa Rosa’s historic railroad square. Area Arts features artwork by rockers Grace Slick, Janis Joplin, and Jimi Hendrix. It also displays work by Tom Everhart, who worked with cartoonist Charles Schulz and is authorized to use the “Peanuts” images in his fine arts paintings.

PUBLIC/MEDIA CONTACT: AREA ARTS, 707-541-6521, INFO@AREAARTS.COM, WWW.AREAARTS.COM

SEBASTOPOL

Kitty Hawk Gallery Open in Sebastopol

Contemporary fine art and handmade goods from around the world have a new home in the Kitty Hawk Gallery and Boutique in downtown Sebastopol, in western Sonoma County. The gallery will host monthly opening reception parties for new art exhibitions featuring work by local and bay area emerging artists.

Items available in the boutique include handmade scents and candles from Brooklyn; hand-loomed and ethically sourced clothing from Peru; one-of-a-kind artist goods; and a variety of clothing, toys, books, antiques, cards, and pillows. Kitty Hawk is open 11 a.m. to 5 p.m., Wednesday through Sunday.

MEDIA CONTACT: GRACE L., 707-541-6521, KittyHawkHome@gmail.com, WWW.AREAARTS.COM

OUTDOOR RECREATION

ANDERSON

Manzanita Lake Offers New Watercraft Rentals and Moonlight Kayak Tours

This summer there will be new types of watercraft rentals to enjoy pristine Manzanita Lake in Lassen Volcanic National Park. For the first time guests will be able to rent canoes, stand up paddle boards and a cataraft as well as kayaks. The hours have been extended from 9 am till a half hour before sunset. The campground also started guided kayak moonlight tours on Manzanita Lake, which will take place on the three days of the full moon cycle in June, July, August and September. The tour will also run during the Perseids shower in August. Advanced reservations are required by calling 530-335-7557.

MEDIA CONTACT: LISA MAY, SHASTA CASCADE WONDERLAND ASSOCIATION, 530-365-7504, LISA@SHASTACASCADE.ORG, WWW.SHASTACASCADE.COM

PUBLIC CONTACT: GABRIEL LEETE, SHASTA CASCADE WONDERLAND ASSOCIATION, 530-385-1180, PR@SHASTACASCADE.ORG, WWW.SHASTACASCADE.COM

BIG BEAR

New Big Bear Lake Links Lake to Village

Visitors to Big Bear Village can now access Big Bear Lake via the new Knickerbocker Trail, making it more convenient for pedestrians and cyclists to access these key attractions. The trail also features two bridges that connect to parking lots, providing more access to parking in the downtown village vicinity. The trail starts at Village Drive between Pine Knot Avenue and Knickerbocker Rd. The paved asphalt trail is ⅛-mile long and it’s striped appropriately for both cyclists and pedestrians, with a portion providing decomposed...
granite on the shoulder making it equestrian-friendly, too. The trail has prominent signage throughout the trail making it easy for directions and pertinent information, as well as two public restroom facilities. The trail, which has the added benefit of mitigating runoff from an adjacent channel, was funded through an Environmental Enhancement Mitigation Program Grant.

MEDIA CONTACT: DAN MCKERNAN, BIG BEAR VISITORS BUREAU, 909-866-6190 X235, DMCKERNAN@BIGBEAR.COM, WWW.BIGBEAR.COM
PUBLIC CONTACT: GUEST RELATIONS, BIG BEAR VISITORS CENTER, 909-866-6190 X246, ASKBBIRA@BIGBEAR.COM, WWW.BIGBEAR.COM

SOUTHLAKE TAHOE

New Zipline Opens at Heavenly Mountain Resort

This summer, Heavenly Mountain Resort will open a new four-line zipline experience at Adventure Peak, located at the top of the Heavenly Gondola. This 1,000-foot zipline is the perfect introduction to the zipline experience, where families and groups can enjoy the exhilarating ride side-by-side, with up to four riders at once. Riders gain access to the attraction Big Easy chairlift, and can take advantage of additional activities in the Adventure Peak Area, including summer tubing, climbing structures, the 3,300 foot Blue Streak Zipline and three ropes courses as well as dining at Tamarack Lodge.

MEDIA CONTACT: SALLY GUNTER, HEAVENLY MOUNTAIN RESORT, 775-856-4451, SGUNTER@VAILRESORTS.COM, WWW.SKIHOLLYWOOD.COM
PUBLIC CONTACT: PUBLIC INFO, HEAVENLY MOUNTAIN RESORT, 1-800-HEAVENLY, INFO@VAILRESORTS.COM, WWW.SKIHOLLYWOOD.COM

MARIN COUNTY

Muir Woods Launches Seasonal Weekend and Holiday Shuttles

Take the Muir Woods Shuttle and don’t worry about finding parking! The Muir Woods Shuttle began their convenient and low cost Weekend and Holiday Service Saturday, April 4th and it will continue through Sunday, October 25th. The Muir Woods Shuttle provides service to Muir Woods National Monument in Marin County, California. The Shuttle service began operation in 2005 as a demonstration project to provide an alternative to automobile access and alleviate parking demand and traffic congestion. After ten seasons of operation, the Shuttle has become an integral mode of access to the park, carrying approximately 18% percent of all visitors during summer weekends.

Kids ride free but adult round-trip fare is $5 and is collected at the Muir Woods Visitor Center along with the park entrance fee. People do not just visit Muir Woods, they come from around the globe to pay homage to nature in this cathedral of redwoods. The trees’ ages range from 400 to 800 years, their height up to 250 feet. Muir Woods National Monument was established on January 9, 1908 when President Roosevelt signed legislation to protect an old-growth coast redwood forest from destruction.

MEDIA/PUBLIC CONTACT: PUBLIC INFORMATION OFFICE, MARIN TRANSIT, 415-226-0855 TDD: 711, INFO@MARINTRANSIT.ORG, WWW.MARINTRANSIT.ORG

OXNARD

Oxnard Debuts New Watercraft Rentals

Visitors to Oxnard can kick their water adventures up a notch with new jet skis and electric boat rentals from the new So Cal Jet Ski’s in Marine Emporium Landing. Visitors can rent jet skis by the hour for an adventurous ride through the break waters, accommodating two adults or one adult and two kids on the jet ski. The vendor also offers electric boats for rent, allowing for a leisurely cruise in Channel Islands Harbor. The enclosed boats can accommodate up to 10 people and can be utilized for simply cruising the picturesque harbor, or for a picnic on the water. The new water adventures join the other attractions in Channel Islands Harbor, including the Gondola cruises provided by Gondola Paradise.

MEDIA CONTACT: JANIS FLIPPEN, JANIS FLIPPEN PUBLIC RELATIONS, 805-389-9495, JANIS@JANISFLIPPENPR.COM, WWW.VISITOXNARD.COM
PUBLIC CONTACT: SUSAN SMITH, OXNARD CONVENTION & VISITORS BUREAU, 805-385-7545, INFO@VISITOXNARD.COM, WWW.VISITOXNARD.COM

SAN FRANCISCO

New Segway Tour explores Haight-Ashbury

San Francisco Electric Tour Company recently launched its newest Segway Tour Experience: Haight-Ashbury & Golden Gate Park Tour. Riders can challenge themselves on this exhilarating fully narrated advanced tour, designed for guests with prior Segway riding experience. This advanced Segway Tour incorporates more riding, bigger hills and a bit less historical narration than other standard tours offered. Guests will have a blast gliding through miles of Golden Gate Park’s landscaped trails and roads, visiting hidden sights that include the Lily Pond and Fern Grotto. The tour explores the Park’s east end, including the National AIDS Memorial and Music Concours before leaving the park.
to explore the Haight-Ashbury neighborhood. Tour guides will share tidbits and trivia about the Park’s stewards over the years and the park’s historical transformation from bleak sand dunes to today’s lush vista. Riders can also learn about the colorful history of the Haight-Ashbury made famous during the Summer of Love, all while exploring this famous neighborhood and its hippie counter-culture. Later they can scoot all the way up to Buena Vista Park Lookout and Corona Heights Lookout to take in panoramic views of the city, bridges and San Francisco Bay.

**MEDIA CONTACT:** ALFREDO BALDERAMOS, SAN FRANCISCO SEGWAY TOURS—ELECTRIC TOUR CO., 415-692-0930, ALFREDO@ELECTRICTOURCOMPANY.COM, WWW.ELECTRICTOURCOMPANY.COM

**PUBLIC CONTACT:** CHELSEA ROBERTS, SAN FRANCISCO SEGWAY TOURS—ELECTRIC TOUR CO., 415-474-3130, INFO@ELECTRICTOURCOMPANY.COM, WWW.ELECTRICTOURCOMPANY.COM

**VENTURA**

**Ventura Botanical Gardens will Soon Welcome New Chilean Garden**

Spread over 107 acres above City Hall, Ventura Botanical Gardens will soon welcome a new Chilean-inspired garden which is projected to become the largest in the world outside of Chile. The new plantings, which were planted last year, will join other internationally themed gardens celebrating climates such as California, Cape, Australian and Mediterranean. The gardens boast spectacular 180-degree views of the California Coast and the Channel Islands. The trailhead to the gardens begins at the upper parking lot behind City Hall. Visitors can download the App providing educational tours of the trails with audio, video, and images. A GPS interactive trail map is located on www.venturabotanicalgardens.com.

**MEDIA/PUBLIC CONTACT:** SUZANNE BAIRD, VENTURA VISITORS AND CONVENTION BUREAU, 805-648-2075, SUZANNE@VISITVENTURACOM, WWW.VISITVENTURACOM

**ANAHEIM**

**Diamond Celebration Lights Up Disneyland**

To celebrate 60 years of magic, Disneyland Resort proudly hosts the Diamond Celebration this summer. Continuing the tradition of innovative, immersive storytelling, the program will feature three new sensational nighttime spectaculars for the whole family to enjoy this summer season and beyond. At Disneyland, the “Paint the Night” parade will introduce a new era of magical entertainment in a glittering display of technology and wild imagination featuring more than 1.5 million individually controlled lights. The “Disneyland Forever” firework show will feature breathtaking projections across Disneyland park, fantastic music and other special street-to-sky effects. At Disney California Adventure, “World of Color—Celebrate! The Wonderful World of Walt Disney,” the waters in Paradise Bay lagoon will come to life as award-winning actor Neil Patrick Harris and Mickey Mouse take guests on a fun-filled and inspirational journey through the imagination of Walt Disney. In addition, the iconic Sleeping Beauty Castle in Disneyland and Carthay Circle Theatre in Disney California Adventure will glisten and gleam for the celebration, each with its own diamond medallion. The Disneyland Resort and surrounding streets will sparkle with Diamond Celebration décor and festive banners in shades of Disneyland blue. Also bearing the diamond anniversary theme, creative merchandise and food items will be designed to complement the celebration.

**MEDIA CONTACT:** MICHAEL RAMIREZ, DISNEY DESTINATIONS, 714-781-4500, DLR.PUBLIC.RELATIONS@DISNEY.COM, WWW.DISNEYLANDNEWS.COM

**PUBLIC CONTACT:** GUEST RELATIONS, DISNEYLAND RESORT, 714-781-INFO (4636), DLR.PUBLIC.RELATIONS@DISNEY.COM, WWW.DISNEYLAND.DISNEYGO.COM

**BAKERSFIELD**

**Rush Air Sports Opens in Bakersfield**

Rush Air Sports, an indoor athletic entertainment facility with 40,000 square feet of adventure, excitement and challenges, recently opened in Bakersfield. The facility features 17,000 square feet of wall-to-wall trampolines, dodgeball courts, a battle beam, a foam pit and three slam dunk basketball hoops. Rush also boasts a climbing area that allows guests to challenge themselves to reach new heights. Non-participating guests can take advantage of free Wi-Fi, a lounge, vending, and lots of big screen televisions. Coming soon is a new Rush Ninja Park.

**MEDIA CONTACT:** MANAGER, RUSH AIR SPORTS, 661-852-7282, MGlasco@VISITBAKERSFIELD.COM, WWW.VISITBAKERSFIELD.COM

**LAKE HEMET**

**Lake Hemet Campground Expands Water Activities**

Normally considered a camping, fishing and boating destination, Lake Hemet Campgrounds for the first time will allow body contact on the water. A giant Wibit Waterplay structure is being added for families to enjoy the water this summer. The market store has been updated with new food and amenities. A swimming area with sandy beaches will also be available for people wanting to enjoy the water without playing on the waterplay structure. Park model and RV sites are also being upgraded with enhanced amenities.

**MEDIA CONTACT:** KELLY LAM, THE CALIFORNIA PARKS COMPANY, 925-462-1400, KKLAM@CALPARKSCO.COM, WWW.CALPARKSCO.COM

**PUBLIC CONTACT:** TIM COLVIN, LAKE HEMET RECREATION COMPANY, 951-659-2680, TCOLVIN@TCPCADMIN.COM, WWW.LAKEHEMETRECREATION.COM

**MONTEREY**

**Monterey Bay Aquarium Offers Updated Apps**

To make exploring the museum even easier, the newly updated Monterey Bay Aquarium App, designed for iPhone® and iPod®, now includes an interactive map that highlights...
the exhibits, animals and amenities, and gives users with iOS 8 the ability to pinpoint their locations to better navigate the Aquarium. The free app also gives reminders so guests won’t miss favorite programs and feeding shows, and lets guests share their images on social media and create custom-made e-postcards to send to family and friends. The Monterey Bay Aquarium recently redesigned the Seafood Watch App as well, making it easier than ever to get the latest recommendations for ocean-friendly seafood and sushi. The app—iOS and Android devices—gives guests important information about the seafood we eat, and the ability to locate or share businesses that serve sustainable seafood.

**MEDIA/PUBLIC CONTACT:** CASEY FOX, MONTEREY BAY AQUARIUM, 831-644-1630, CFFOX@MBAYAQ.ORG, WWW.MBAYAQ.ORG

**PALM DESERT**

The Living Desert Launches New Zoorassic Park Show

The Living Desert invites families to rethink extinct at their new show Zoorassic Park. Three shockingly real dinosaurs will transport attendees to prehistoric times while educating the audience about their existence centuries ago. Brutus, a seven-foot tall, 15-foot long Tyrannosaurus Rex growls, snorts and roars along with Penny, a Parasaurolophus that stands 10 feet tall and 17 feet long. A baby triceratops named Trixie rounds out the trio, showcasing a unique personality all her own. The 25-minute show is performed three-times daily at 10:30 a.m., 1 p.m. and 2:30 p.m. The performances, held on stage at the Tennity Amphitheatre, are free with paid admission to The Living Desert. In addition to the live show, junior paleontologists can dig for fossils and attendees to prehistoric times while educating the audience about their existence centuries ago. Brutus, a seven-foot tall, 15-foot long Tyrannosaurus Rex growls, snorts and roars along with Penny, a Parasaurolophus that stands 10 feet tall and 17 feet long. A baby triceratops named Trixie rounds out the trio, showcasing a unique personality all her own. The 25-minute show is performed three-times daily at 10:30 a.m., 1 p.m. and 2:30 p.m. The performances, held on stage at the Tennity Amphitheatre, are free with paid admission to The Living Desert. In addition to the live show, junior paleontologists can dig for fossils and take photos with dinosaur exhibits throughout the zoo. Dinosaurs are also available for adoption and dinosaur-themed snacks and souvenirs are available for purchase.

**MEDIA CONTACT:** REBECCA BROWN, THE LIVING DESERT, 760-346-5694, RBROWN@LIVINGDESERT.ORG, WWW.LIVINGDESERT.ORG

**PUBLIC CONTACT** CUSTOMER RELATIONS, THE LIVING DESERT, 760-346-5694, RBROWN@LIVINGDESERT.ORG, WWW.LIVINGDESERT.ORG

**SAN FRANCISCO**

California Academy of Sciences Opens Color of Life Exhibit June 12

The California Academy of Sciences will unveil Color of Life, a major new exhibit that proves there’s more to color than meets the eye. The exhibit, which opens June 12, explores the connection between charismatic colors and their starring role in the natural world. Guests can expect to see an eye-popping array of organisms—from jewel-toned insects and birds with dazzling plumage, to multi-hued reptiles and amphibians—and discover how scientists use the diversity of life’s colors to understand the interconnectedness of life on Earth. Cutting-edge interactive allow visitors to immerse themselves in a symphony of color and view the world through the eyes of an animal, visualizing how color communicates, attracts, and camouflage within and between species.

**MEDIA CONTACT:** KELLY MENDEZ, CALIFORNIA ACADEMY OF SCIENCES, 415-379-5133, KMENDEZ@CALACADEMY.ORG, WWW.CALACADEMY.ORG

**PUBLIC CONTACT** ACADEMY INFO, CALIFORNIA ACADEMY OF SCIENCES, 415-379-8000, INFO@CALACADEMY.ORG, WWW.CALACADEMY.ORG

**VENTURA**

Channel Islands National Park Opens New Ocean Exhibit

Channel Islands National Park—nicknamed California’s Galapagos—recently opened a new oceanic photographic exhibit. The collection, housed in the lookout tower of the Robert J. Lagomarsino Visitor Center in Ventura Harbor, takes visitors on an underwater journey through several ocean habitats. The journey begins at ground level with the dark and mysterious deep sea and ascends the stairwell to a breaching humpback whale at the third floor lookout tower. Kids are attracted to an entry cutout where they take pictures of themselves as underwater divers before peering through a porthole door at bioluminescent creatures. The display includes murals, graphics, audio, and light panels that depict the deep sea, open-ocean, rocky reef, kelp forest, shore, and surface marine environments. Videos introduce the ocean habitats, marine species, and shipwrecks. The journey is complete with a short dive descent in the tower elevator.

**MEDIA/PUBLIC CONTACT:** SUSEANNE BAIARD, VENTURA VISITORS AND CONVENTION BUREAU, 805-648-2075, SUSEANNE@VISITVENTURACA.COM, WWW.VISITVENTURACA.COM

**SAN FRANCISCO**

San Francisco GiftCenter and JewelryMart Gets Makeover

To make the shopping experience more pleasant for the public, the San Francisco GiftCenter and JewelryMart recently completed a major remodel. Located in the 888 Brannan building, this popular wholesale shopping destination boasts more than 100 showrooms offering gem and design merchandise at a fraction of retail prices. The new design includes brighter lighting, new flooring, enhanced signage and navigation, and new furniture to improve the ambiance. Visitors can choose from 270 product categories to shop from, offering quality custom-design services and collections of artisan goods. To shop at the center, visitors are encouraged to make an appointment online to make the check-in process easier. Once checked in, they get a Buyer’s Guide, which provides extensive detail on each of the showrooms and makes it easier to find them.

**MEDIA CONTACT** MEGAN WENNER, TAMARA WILSON PUBLIC RELATIONS, 206-719-6392, MEGANW@TAMARAWILSON.COM, WWW.TAMARAWILSON.COM

**PUBLIC CONTACT** JOCY CHAN, GIFTCENTER & JEWELRYMART, 206-436-6060, JOCY.CHAN@CBRE.COM, WWW.CBRE.COM

**SHOPPING, SPAS & WELLNESS**

San Francisco
**LA JOLLA**

**No. 1 Women’s Surf Shop in America Gets a Remodel**

The Surf Diva Boutique in La Jolla, recognized by the Surfing Industry Manufacturing Association as the No. 1 Women’s Surf Shop in the U.S., just got a remodel to make the shopping experience more off the hook for surfers. Whether checking-in for surf lessons, grabbing a rental, or picking up some cool beach gear, guests will find a much improved layout to make finding and accessing what they need easier. Co-owners and twin sisters Coco & Izzy Tihanyi also expanded the space to provide more cool brands and product selection, as well as a new easy-access rack for rental gear and new check-in area with an additional terminal to make the rental process easier.

**MEDIA CONTACT:** COCO Tihnayi, SURF DIVA INC., 858-454-8273, COCO@SURFDIVA.COM, WWW.SURFDIVA.COM

**PUBLIC CONTACT:** SURF DIVA, SURF DIVA SURF SCHOOL & SURF DIVA BOUTIQUE, 858-454-8273, ASKADIVA@SURFDIVA.COM, WWW.SURFDIVA.COM

**TECHNOLOGY, TOURS & GUIDES**

**COSTA MESA**

**Costa Mesa Hotels Offer Guests Shuttle Services to Disneyland**

In partnership with the Costa Mesa Conference & Visitor Bureau, South Coast Plaza and the city of Costa Mesa, the Anaheim Resort Transportation (ART) launched shuttle service in May from select Costa Mesa hotels to the Disneyland Resort in Anaheim. ART picks up guests at partnering hotels and transports them in a comfortable air-conditioned shuttle directly to the drop off/pick up location at the Disneyland Transportation Center. A One-Day Adult Pass costs $5 and a One-Day Child Pass costs $2 (ages 3–9).

**MEDIA/PUBLIC CONTACTS:** LINDA TA, COSTA MESA CVB, 714-786-8585, TRAVEL@TRAVELCOSTAMESA.COM, WWW.TRAVELCOSTAMESA.COM

**HOLLYWOOD**

**Starline Tours Expands Hop-On Hop-Off Tour Bus Service this Summer**

Starline Tours, the oldest and largest tour operator in Los Angeles and the operator of the CitySightseeing Hop-On Hop-Off tour, will increase bus service this summer to meet demand from the increasing number of visitors to Los Angeles. Until mid-October, the downtown Los Angeles route (the Purple route) will run every hour, and service is also extended one additional hour. Tour commentary has been updated for Summer 2015, and is now available in English, Spanish, French, Portuguese, Korean, German, Mandarin Chinese, Japanese and Italian. Travelers may access bus-tracking from their mobile device at StarlineGPS.com, choose their route and their bus stop, and get the precise time of the next bus arrival. Or, passengers may text “Starline” (space) “stop number” to 41411, and the bus arrival time will be provided via text. The tracking system also gives CitySightseeing Guest Service personnel the ability to provide up-to-the minute bus information when visitors call toll free, 1-855-452-4676, or direct, 1-323-580-6155. Starline Tours is the first tour company in North America to offer this tracking technology to its customers. Beginning June 2015, Starline Tours will introduce a new LAX hotels—Hollywood Express Shuttle. The 8:30 a.m. Shuttle will deliver visitors from LAX hotels directly to the drop off/pick up location at the Star Trek office in the heart of Hollywood near Hollywood and Highland, running every hour all day and into the night. Occasionally guests even spot a celebrity on their route.

**MEDIA/PUBLIC CONTACT:** JEFF NAPSHIN, STAR TRACK TOURS, 310-905-7145, JEFF@STARTRACKTOURS.COM, WWW.STARTRACKTOURS.COM

**HOLLYWOOD**

**Star Track Tours Unveils First-Ever Video Tour of Hollywood**

Star Track Tours recently introduced an innovative and unique video tour of Hollywood, where passengers can drive by some of the most famous star homes, check out the exterior from their open-top vantage point, then turn to their 32” TV screen and virtually go inside the homes. Guests can get views no other tour can match, checking out the celebrity homes such as Michael Jackson, Tom Cruise, David Beckham, Lucille Ball and Bruno Mars. The two-hour tours begin and end at the Star Trek office in the heart of Hollywood near Hollywood and Highland, running every hour all day and into the night. Occasionally guests even spot a celebrity on their route.

**MEDIA/PUBLIC CONTACT:** JEFF NAPSHIN, STAR TRACK TOURS, 310-905-7145, JEFF@STARTRACKTOURS.COM, WWW.STARTRACKTOURS.COM

**HOLLYWOOD**


Tourists can explore the highlights of Hollywood in a new way with more flexibility and value when they use a Hollywood Explorer Pass®. Visitors can travel at their own pace and save up to 45 percent on retail for Tinseltown attractions and experiences such as Madame Tussauds Hollywood and Behind-The-Scenes Hollywood Tour By Redline Tours. They can also choose between Starline Tour’s Hop-On-Hop Off City Sightseeing Tour or Movie Stars’ Home Tour, and visit either the Hollywood Museum or Dolby Theater Tour. The pass is good for 30 days and can be used once at four out of five participating attractions. Each pass costs only $69.

**MEDIA/PUBLIC CONTACT:** SARAH MCCANN, SMART DESTINATIONS, 310-701-8545, SMCCANN@SMARTDESTINATIONS.COM, WWW.SMARTDESTINATIONS.COM
### Monterey Bay

**Aquarium Opens New Permanent Exhibit**

Monterey Bay Aquarium invites guests to embark on a virtual deep-sea dive at the newly remodeled “Mission to the Deep” exhibit. Inside a 360-degree video projection of the nearly 2.5 mile-deep Monterey Canyon immerses visitors in a simulated underwater world. In this otherworldly setting, visitors discover how MBARI’s scientists and engineers use revolutionary new technologies to study the ocean. Overhead, a half-scale model of MBARI’s undersea robot, the remotely operated vehicle Doc Ricketts, shines a spotlight around a virtual underwater landscape, revealing videos of mesmerizing deep-sea animals such as vampire squids, sea toads, and jellies that grow more than three feet across. The program also highlights the latest technological tools developed by MBARI engineers, including an autonomous underwater vehicle that MBARI researchers use to explore alien environments. Interactive displays let visitors take a simulated dive deep into Monterey Canyon, stopping at different depths to learn more about the animals or research equipment they see along the way.

**MEDIA CONTACT:** LINDSAY MOORE, AUGUSTINE IDEAS, 916-774-9600, LMOORE@AUGUSTINEIDEAS.COM, AUGUSTINE IDEAS.COM

**PUBLIC CONTACT:** AMANDA DIEFENDERFER, TRAVEL PASO ROBLES ALLIANCE, 805-610-6326, ADIEF@TRAVELPASO.COM, WWW.TRAVELPASO.COM

### Redondo Beach

**Redondo Beach Debuts Visitor App**

The Redondo Beach Chamber of Commerce & Visitors Bureau just launched a new app to enhance the visitor experience. The free Mobile Concierge™, which works on iPhone and Google Android devices gives helpful trip-planning information, such as interactive GPS maps, weather information and updates on attractions, activities, shopping, dining, events and special offers in Redondo Beach. For users with mobile devices other than an iPhone and Android, VisitMobile includes a GPS mobile web application that uses the same search functionality as the smartphone application. It’s universally compatible and works for both international and domestic visitors. Visitors can also opt into an SMS alert service to receive specific in-destination content by texting to a specific short code, or by signing up on the destination website.

**MEDIA/PUBLIC CONTACT:** CASEY FOX, MONTEREY BAY AQUARIUM, 831-644-1050, CFOX@MBAYAQ.ORG, WWW.MBAYAQ.ORG

### San Francisco

**Wild SF Tours Launches Quirky New Tours**

Wild SF Tours, San Francisco’s quirky, alternative tour company, will launch this summer the city’s first Craft Beer Walking Tour. This intimate, behind-the-scenes look at the production and history of local beer in San Francisco, the West Coast craft beer capital, gives guests the chance to taste rare releases and visit breweries and beer bars. The new Haight-Ashbury Musical Tour brings 1960’s counterculture and the Summer of Love back to life through song, as troubadour guides bring guitars along and sing the most famous anthems of the Hippie generation. Other new tours include: the Gay Club Crawl, where guests can see the city’s most exciting neighborhoods come alive at night from an LGBT perspective; Wild Night Tour, which shares a tongue-in-cheek look at drunken history in a fast-paced night tour and pub crawl; and The Free Tour, an energetic romp through the quintessential region of SF’s past, the Barbary Coast. Tour is pay-what-you-wish and meets in Union Square. These are all in addition to the company’s classic offerings: The...
Mission District (Latino and DIY Movement), The Castro (LGBT Equality), Chinatown and North Beach (Little Italy).

**MEDIA/PUBLIC CONTACT:** TYLER POTTSCORNFIELD, WILD SF TOURS, 415-560-1849, WES@WILDSFTOURS.COM, WWW.WILDSFTOURS.COM

**SAN FRANCISCO**

**‘Ride The Ducks’ Launch New Splash Hit Tour**

Visitors can get a ducks’ eye view of AT&T Park, home to the 2014, 2012 and 2010 World Series Champion San Francisco Giants, on the new Splash Hit, Splash Down Tour. Guests pick up their tickets at AT&T Park and board the tour at the Giants Dugout Store for an afternoon adventure through San Francisco, exploring historic neighborhoods and popular destinations such as such as Fisherman’s Wharf, Ghirardelli Square, North Beach, Chinatown, and Union Square. The vehicle then splashes down into McCovey Cove to see where the Splash Hits—home runs hit by Giants that land in McCovey Cove on the fly without hitting the Arcade or Portwalk—happen in the San Francisco Bay. After the ride, a ballpark tour guide offers a ‘behind-the-scenes’ of AT&T Park, including a visit to the Major League Dugout of the championship team. Tour runs through Oct. 2, 2015.

**MEDIA CONTACT:** LINDSAY Wright, MEDIA CONSULTANT, 510-908-8405, Wright.Lindsay7@gmail.com, WWW.SANFRANCISCOODUCKS.COM

**PUBLIC CONTACT:** VISITOR INFORMATION, RIDE THE DUCKS, 877-887-8225, INFO@SANFRANCISCOODUCKS.COM, WWW.SANFRANCISCOODUCKS.COM

**SAN FRANCISCO**

**San Francisco Welcomes New Fern Hill Walking Tours**

Named for the original name of Nob Hill, the new Fern Hill Walking Tours offers a classic San Francisco tour that highlights the city’s oldest neighborhoods while telling the story of its transformation from tiny Mexican trading post to “Emporium of the Pacific.” Traversing Nob Hill, Chinatown, Russian Hill, Jackson Square, North Beach, Telegraph Hill and more, the experience, both urban and botanical, offers breathtaking views of the San Francisco skyline and surrounding Bay Area, along with fresh perspectives on many of the city’s most famous landmarks. Explore botanical sites in hidden lanes, stairways, gardens, and parks, and landmarks such as the Transamerica Pyramid, Grace Cathedral, Alcatraz, Coit Tower, Ferry Building, and Golden Gate Bridge (fog permitting). Tour lasts four hours, including a lunch break and occasional public transportation (transit costs are included).

**MEDIA/PUBLIC CONTACT:** HUDSON BELL, FERN HILL WALKING TOURS, 415-305-7248, HUDSON@FERNHILLTOURS.COM, WWW.FERNHILLTOURS.COM

**SAN FRANCISCO**

**Innovative Guidebook 3-D Mobile App Debuts in San Francisco**

Guidekick, a brand new, one-of-a-kind mobile app that brings to life historic and city attractions in San Francisco using 3D technology, recently debuted, giving visitors the chance to recreate what landmarks looked like in the past. Guests can explore landmarks such as Alcatraz, the Sutro Bath, Cliff House and the Golden Gate Bridge) and see them like they never have before. Guidekick’s geo-accurate 3D maps track guests’ location as they visit each site and visually recreates the past around them. For example, visitors can explore the urban ruins of the Sutro Baths, seeing the giant superstructure jutting out of the crumbling foundations and giving them a sense of perspective and scale that is nearly impossible to imagine otherwise. Coming soon will be 3-D perspectives on the Ferry Building, Union Square and Fisherman’s Wharf. The app can be downloaded on the App Store for free and once inside the guides can be purchased for $2.99 each, or $5.99 for all four.

**MEDIA CONTACT:** LAURA KATH, MARIAH MARKETING, 805-344-1717, LAURA@MARIAHMARKETING.COM, WWW.SANTABARBARACARFREE.ORG

**PUBLIC CONTACT:** MARY BYRD, SANTA BARBARA CAR FREE PROJECT AT SBCAPCD, 805-961-8833, BYRDM@SBCAPCD.ORG, WWW.SANTABARBARACARFREE.ORG

**SANTA BARBARA**

**New Scavenger Hunt Tour Launches in Santa Barbara**

Urban Adventure Quest just turned downtown Santa Barbara into a giant game board with their smartphone-guided scavenger hunt adventure. This interactive walking tour leads visitors on an adventure perfect for all ages. Guests create a team online, then travel to the start location, login to the game and start having fun. Team members work together to solve puzzles, decipher clues, and complete 22 different challenges as they discover Santa Barbara in a whole new way. This walking tour traverses two miles and takes about 2.5 to 3 hours, showing famous sites and hidden gems of the city such as Sterns Wharf, Arlington Theater, SB Library, SB Courthouse, La Arcada, State Street and Casa De La Guerra, while revealing local history and fun facts. Users can purchase the game online at the Website for one low price per team, not per person, and then play on their own schedule. In addition to the newly launched Santa Barbara Quest, there are eight additional California Quests including Big Bear Lake, Catalina Island, Hollywood, Los Angeles, L.A. Getty Museum, Sacramento, San Diego and San Francisco, with Paso Robles coming this summer.

**MEDIA CONTACT:** JENNIFER BUFFO, BLINKCAR, 760-775-2920, INFO@BLINKCAR.COM, WWW.BLINKCAR.COM

**SONOMA COUNTY**

**BlinkCar On-Demand Car Service Debuts in Sonoma County**

BlinkCar, a new local car service in Sonoma County, gives visitors a new way of getting around on demand, bringing new meaning to “ASAP car service.” Legal, properly licensed, and fully insured, BlinkCar employs and trains its professional staff of drivers to assure customers’ safety and provide them with exceptional customer service. BlinkCar’s fleet of vehicles include immaculately maintained standard sedans, luxury sedans, and Suburbans, which can be called upon at a competitive rate and take visitors everywhere from wine country to coastal attractions.
MILESTONES & LOOKING AHEAD

GROVELAND

First Resort to Open Near Yosemite in 25+ Years

Coming spring 2016 will be the new contemporary mountain resort Rush Creek Lodge, the first resort to open in the Yosemite National Park area in more than 25 years. Set on 20 woodland acres, less than a mile from the park’s Highway 120 West entrance (the most direct route from the San Francisco Bay Area), the new lodge provides a resort base camp with a rustic modern sensibility at the doorstep of the park. The lodge will offer explorers 143 rooms, a restaurant with California lodge cuisine, a general store for provisions on the way to the park and a full-service guided recreation program. The resort’s customizable, full-service meeting and event space holds groups up to 250 and offers indoor/outdoor options. Owned and operated by First Light Hospitality, and sister property to the Evergreen Lodge, Rush Creek Lodge will start taking reservations this summer.

MEDIA CONTACT: RUCHIKA JAIN, GRAHAM & ASSOCIATES, 415-986-7212, RJAIN@GRAHAM-ASSOCIATES.COM, WWW.RUSHCREEKLodge.COM
PUBLIC CONTACT: TERI MARSHALL, RUSH CREEK LODGE AND EVERGREEN LODGE, 209-379-2606, TERIM@EVERGREENLODGE.COM, WWW.RUSHCREEKLodge.COM

RUTHERFORD

Hotel Rutherford to Debut in Napa Valley in Early 2016

After a multi-million-dollar rebranding of the former Rancho Caymus Inn, the Hotel Rutherford is set to debut in early 2016. Originally envisioned and built in 1984 by the late designer/sculptor Mary Tildon Morton of Morton Salt and BV Vineyards, the inn’s 26 rooms and gardens were a blend of hacienda style respecting the early California settlers with touches from her travels all over the Americas. The upscale boutique property will feature restored and repurposed elements in the re-design, from the native black walnut counters to the 100-year-old heritage white oak beams from an 1899 barn in Ohio. Hotel Rutherford will soon announce a notable chef to reopen the restaurant, which formerly operated as La Toque by chef/owner Ken Franks.

MEDIA CONTACT: JARNETTA MANNA, THE AXIOM HOTEL, 415-392-9466, JARNETTA.MANNA@AXIOMHOTEL.COM, WWW.AXIOMHOTEL.COM
PUBLIC CONTACT: LANI VAILL, WAGSTAFF WORLDWIDE, 415-274-2510, LANI@WAGSTAFFWORLDWIDE.COM, WWW.WAGSTAFFWORLDWIDE.COM

SAN FRANCISCO

The Axiom Hotel Set to Debut September 2015 after $33 Million Upgrade

Scheduled to open in September 2015, the Axiom Hotel in downtown San Francisco is taking over the former Powell Hotel space after a $33 million dollar renovation. Developed by Host Hotels & Resorts, Inc. and managed by Kokua Hospitality, LLC, the hotel will feature 152 rooms, creative and edgy design by Stonehill & Taylor, and tech-forward amenities unrivaled to other city hotels. The hotel’s location, just steps from the cable car turnaround, inspired the iconic cable car system design, which features elements such as exposed pipe ceilings in chic corridors, modern artwork mounted on traditionally molded walls, and lighting fixed on cables. Unexpected pops of color, such as magenta lining the interior of the case goods, bring a certain element of surprise to the room design.

MEDIA CONTACT: LANI VAILL, WAGSTAFF WORLDWIDE, 415-274-2510, LANI@WAGSTAFFWORLDWIDE.COM, WWW.WAGSTAFFWORLDWIDE.COM
PUBLIC CONTACT: JARNETTA MANNA, THE AXIOM HOTEL, 415-392-9466, JARNETTA.MANNA@AXIOMHOTEL.COM, WWW.AXIOMHOTEL.COM

SANTA CRUZ

UCSC Celebrates its 50th Anniversary with New Grateful Dead Archive

University of California Santa Cruz celebrates its 50th Birthday this year. Founded in 1965, UC Santa Cruz attracted a young, progressive population interested in its innovative teaching methods and student political activism. Changing the socio-political landscape of a relaxed beach town, UC Santa Cruz today offers a cross-disciplinary undergraduate education. Coincidentally this year, psychedelic band The Grateful Dead also celebrates a half century, and on campus, fans can commemorate this milestone at one of the most significant popular cultural collections of the 20th Century—The Grateful Dead Archive. UC Santa Cruz’s McHenry Library houses the archive, which includes original documents, clippings, and media coverage about the band. The public can access the collection for free, including programs, newsletters, posters, cover art, photographs, tickets, correspondence and art contributed over the years by “Deadheads”. The Archive, part of UC Santa Cruz’s Special Collections, is available for listening, viewing, and research in “Dead Central”. For a taste of the Dead in Downtown Santa Cruz, check out Dear Jerry, a collection of never-before-seen artifacts from the archives on display at the Santa Cruz Museum of Art from May 1–August 23, 2015.

MEDIA/PUBLIC CONTACT: CHRISTINA GLYNN, SANTA CRUZ COUNTY CONFERENCE & VISITORS COUNCIL, 831-427-4405 EXT.112, CGLYNN@SANTACRUZ.ORG, WWW.SANTACRUZ.ORG
Do you have a name or address change? Just email changes to us at communications@visitcalifornia.com. Please include your current mailing information with any necessary corrections.