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CALIFORNIA IS NOW 'KIDIFORNIA'

*Visit California's new family-focused campaign lets kids rule, and there's no better place to start your Kidifornia adventure than in **Destination***

Welcome to Kidifornia — it's a great place to take your parents!

Speaking to the Golden State's youngest tourists, Visit California's newest family-focused TV commercial proves that with so many options for family fun, California is made for kids.

Debuting in the United States and Canada today, the spot, "Welcome to Kidifornia," invites kids to rule on their next family vacation. Here, the children are in charge.

"This campaign joyfully encourages our youngest dreamers to bring their parents along for a trip to Kidifornia," said Caroline Beteta, Visit California president and CEO.

"From catching the winter wave at our mountain resorts to creating magic at one of our theme parks or unplugging in nature, there are endless opportunities for kids to dream big in California."

With a growing number of bucket list-worthy theme parks, museums, national and state parks, beaches and more, California is the perfect destination for fun. **Let your kids lead the way to these highlights in Destination –**

- **Sample highlights including upcoming events and family-friendly news/developments (museums, parks, activities)**
- **3-5 bullets with local recommendations**

The “Welcome to Kidifornia” commercial takes viewers on an adventure to some of California’s most kid-friendly attractions and destinations, showing the kids as the ones in charge of the vacation, while their parents entertainingly come along for the fun.

“[Welcome to Kidifornia](#)” is available to view online starting today, along with the new brand spot “Living the Dream.” 15-second and 30-second versions of both commercials will air across the United States on a mix of national cable and broadcast television layered with video-on-demand. Broadcast placements include a first-ever appearance in primetime during ABC’s top rated family comedies including “Modern Family,” “Black-ish” and “The Goldbergs.” In the digital space the commercial will play on Hulu, NBC online, ABC online and YouTube.

Visit California invites kids of all ages to share their own California dreams and adventures using #Kidifornia on Twitter (@VisitCA), Instagram (@VisitCalifornia) and Facebook (facebook.com/VisitCalifornia). Kids can share photos and videos of their trips to California, stories of fun they’ve had in the Golden State and even drawings of dreams they’d love to come true in “Kidifornia.”

The time has come to let your kids do the trip planning! Kick off your “Kidifornia” vacation at www.visitcalifornia.com and [partner website](#).

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About Visit California

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state’s travel industry – that keep California top-of-mind as a premier travel destination. According to Visit California, spending by travelers totaled \$122.5 billion in 2015 in California, generating 1,064,000 jobs in the state and \$9.9 billion in state and local tax revenues. For more information about Visit California and for a free California Official State Visitor's Guide, go to www.VisitCalifornia.com. For story ideas, media information, downloadable images, video and more, go to www.media.visitcalifornia.com.