



**PUBLIC RELATIONS EDITORIAL CALENDAR
JULY 2023 – JUNE 2024**

HEADLINE	DESCRIPTION	CONTENT SUBMISSION EMAIL	CONTENT CLOSE
JULY			
Set Jetting	Lights, camera, vacation! What spots can visitors seek out in your destination that were featured in movies or tv shows?	July 5	July 12
National Red Wine Day	In celebration of National Red Wine Day on Aug. 28, we are hoping to showcase wineries and destinations known for their California reds. Please share any information about what makes the winery or winemaker stand out.	July 5	July 12
Vino Vibes: Wine Pairings for Each California Destination	In time for California Wine Month, we'll expertly pair a Golden State wine to each destination for readers to find the best destination/wine duo to fit their personality type. Which wine are you and where are you going?	July 5	July 12
AUGUST			
Sustainability Entrepreneurs	Who is a sustainable tourism hero in your destination? Share information about how they are making a difference within their business and community.	August 2	August 9
Autumn Awe	Share where and how to spend the best fall vacation in your destination. Highlight any seasonal experiences or attractions that your destination is known for!	August 2	August 9
California Surfing Day	Share your destination's surf history and culture, along with any special celebrations happening around California Surfing Day (Sept. 20).	August 2	August 9
SEPTEMBER			
Extraordinary Coffee Shops	From coffee shops by the beach to historic roasts and study spots, share the best brew in your destination.	September 6	September 13
Out-of-the-Box Wellness Locales for Yoga & Meditation	Does your destination offer a unique yoga experience, such as goat or puppy yoga? Share the best locations and most unique ways to practice yoga in your destination.	September 6	September 13
Native American Heritage Month	November is Native American Heritage Month, a time to celebrate rich and diverse cultures, traditions, histories and important contributions of Native people. Please share any Native stories and experiences in your destination.	September 6	September 13
OCTOBER			
Warm Winter Escapes	We're calling all snowbirds to California! Share information about why your destination makes for a beautiful (and warm) winter escape.	October 4	October 11
Holiday Getaways	From the sunny coast to the snowy High Sierra, California delivers plenty of holiday charm. Share your destination's holiday events and settings that visitors can check out now—or add them to next year's holiday-travel wish list.	October 4	October 11
California-Specific or Rare Wildlife	What types of California-specific or rare wildlife can be found in your destination, and how can visitors see them? Share information about any interactive programming or conservancies where visitors can learn about these species or participate in volunteer conservation work.	October 4	October 11
NOVEMBER			
Zero Kilometer Culinary Experiences	Zero Kilometer dining denotes a culinary experience where all the food being consumed is produced within 100 kilometers of the establishment. Share details about the most sustainable restaurants in your destination for a roundup of "zero kilometer" dining experiences throughout California.	November 1	November 8
Best Trails in California	Brewery Trail, Blossom Trail, Taco Trail...Is your destination home to a speciality culinary or activity trail? Share information about the trail, and when visitors should come to experience it if it is seasonal.	November 1	November 8
Ski California	Let it snow! Where should snow goers and snowboarders/skiers check out this season? Share any new resort offerings, restaurants, trails, best après-ski spots, etc.	November 1	November 8
Glitz & Glam: Ringing in the New Year	How can visitors ring in the New Year in your destination? Share information about fireworks displays, themed parties or other special events.	November 1	November 8

DECEMBER			
Accessibility Travel	How is your destination or business making strides in the accessibility space? Share any developments or resources that make it easier for individuals with special needs to visit.	November 29	December 6
California's Black-Owned Farms	Celebrating California's diversity in agriculture in time for Black History Month (ex. Balakian Farms in Fresno County, Brown Girl Farms in the Bay, etc.)	November 29	December 6
JANUARY			
Will You Be My Valentine?	From tropical beach towns to cozy ski resorts, California is a romantic destination through and through. Where can visitors celebrate Valentine's Day in your destination?	January 3	January 10
All Things Golden in California	In the spirit of the California Gold Rush, which began at Sutter's Mill in Coloma on Jan. 24, 1848, spotlight all the amazing and off-the-beaten places where you can see the color gold big and bold – from murals and sculptures to poppy fields and unique natural wonders.	January 3	January 10
Golfer's Paradise	Mountains, deserts, forests and hundreds of miles of pristine coastline make California the ultimate golf destination. Where can visitors tee off in your destination?	January 3	January 10
FEBRUARY			
Women's History Month	Who run the world? Share the stories of the women making their mark in California e.g., women-owned businesses, wineries, shops, etc.	February 7	February 14
Sustainable Superbloom Visits	Share information about any superblooms in or near your destination, including when to go, where to stay and how to visit responsibly.	February 7	February 14
The Great Indoors	Spring showers, bring... indoor activities. Share the best museums and aquariums in your destination. Be sure to call out any new programming, accessibility information and what age range the attraction is best suited for.	February 7	February 14
MARCH			
Island Hopping	Visitors are always surprised to learn about California's island destinations! Tell us about the island(s) closest to you, including how to get there, when to go, and any unique or new offerings.	March 6	March 13
Group Travel in the Golden State	California has great group activities for travelers of every interest and agenda. Share the best group activities in your destination whether that's group tours, restaurants that can fit big groups or hotels that can host large parties.	March 6	March 13
Skip-Gen Trips	Travel is, and will always be, a bonding experience. With that, where are best California adventures in your destination for kids and grandparents to experience together.	March 6	March 13
APRIL			
Hidden Hikes	Timed with National Parks Week (April 20), we are spotlighting California's lesser-known treks and trails. Share locations in your destination, including any insider tips and why they are a "must visit" location.	April 3	April 10
Land of Legends	In addition to California's most iconic attractions, many visitors are interested in local points of interest and oddities that embody the state's unique culture. Share any unexpected, quirky or mysterious attractions in your destination, along with the legend(s) attached to it.	April 3	April 10
MAY			
Teenifornia	Planning the perfect family vacation includes finding accommodations, activities and restaurants that will keep the kids engaged! Share the best places in your destination for families traveling with teens.	May 1	May 8
Pride Month	California is a national leader in celebrating the LGBTQ+ community. Share any celebrations happening in your destination during Pride Month and any LGBTQ+ owned businesses that visitors can stop at this pride month and throughout the year.	May 1	May 8
JUNE			
Golden State of Luxury	Share any high-end or luxury offerings in your destination, including how far out they need to be booked. If there are any seasons or tips that make these luxury offerings more accessible to the general traveler, please include those	June 5	June 12
Off the Grid Accommodations	The sun is shining and it's time to get outdoors and disconnect! Share the best off-the-grid accommodations in your destination, and what visitors should expect. Include any nearby attractions that will make for a truly unplugged vacation.	June 5	June 12