

WHAT'S NEW IN CALIFORNIA

SPRING 2017



Visit California is pleased to present this newsletter describing new developments taking place throughout the Golden State. Please note that dates listed are subject to change. Confirm with appropriate media contacts listed after each entry.

The information in this publication is also available online on our media site listed below. Simply look for What's New under Story Development. There you can dynamically search the most up to date information by category and region.

Media Website:
media.visitcalifornia.com

Consumer Website:
www.visitcalifornia.com

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Debut of New TV Spots

Covering 2,500 miles and 17 cities, Visit California has been busy filming its two new television spots, debuting in the United States and Canada on Feb. 6, 2017.

"Living the Dream," the new global brand spot, features an all-star cast including: actress Anna Faris; basketball legend Magic Johnson; actor and comedian George Lopez; Michelin three-starred chef Corey Lee; Olympian Gabby Reece and husband big-wave surfer Laird Hamilton; and Tommy Caldwell and Kevin Jorgeson, the first rock climbers to free climb El Capitan's Dawn Wall in Yosemite National Park.

"Welcome to Kidifornia" calls for kids to take control of the fun and bring their parents along for the ride. The spot showcases the endless adventures available for family fun in the Golden State, proving that California is made for kids. Opening on a beach in Southern California, an enthusiastic girl calls

out "Welcome to Kidifornia, it's a great place to take your parents." Other experiences and featured locations include snowboarding at Mammoth Mountain, hiking through Redwoods in Santa Cruz, swimming at Lake Tahoe and dancing at the Santa Monica Pier.

These spots continue the tradition of showcasing California's fun-loving, free-spirited vibe, encouraging visitors of all ages to follow their dreams to California. Both "Welcome to Kidifornia" and "Living the Dream" are already launched in Australia (January 23) and the UK (December 26). Adapted TV spots utilizing scenes from both spots will air in Mexico (starting January 30) and China (in April).

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