# NEW 2011 CTTC Logo_Corporate

CVB

LOGO

HERE

# News Release

**Contact:** Kristen Bonilla, 916-319-5421

kbonilla@visitcalifornia.com

Organization Rep, XXX-XXX-XXXX

[\_\_\_\_\_\_@\_\_\_\_\_\_\_\_\_\_\_](mailto:jsweeney@visitcalifornia.com)

**(Organization) announces restaurant week promotion Jan. \_\_-\_\_**

*Part of 10th annual California Restaurant Month showcasing California’s renowned culinary scene*

**(City), Calif. (Date)** — In celebration of (name of area)’s diverse culinary offerings, more than (#) businesses will participate in (Name of City) Restaurant Week Jan. \_\_-\_\_.

“(City) Restaurant Week provides locals and visitors with an array of incredible culinary experiences to enjoy in (name of area), making January the perfect time to visit,” said (Name), president and CEO of the (Name of Organization). “Winter is an ideal time for travelers to find hotel deals and discover all that our region offers, including (details).”

Here’s how it works. (Insert program details). For more information and a list of participating restaurants, visit (website).

(City) Restaurant Week is part of the 10th annual California Restaurant Month, designated by Visit California. Dozens of destinations are participating in California Restaurant Month this year, serving up endless opportunities for culinary adventures including immersive food experiences, prix fixe menus and special events.

“California’s agricultural bounty, talented chefs and Michelin-recognized restaurants have earned the state worldwide renown,” Visit California President and CEO Caroline Beteta said. “January is the perfect time to experience this abundance firsthand, as the innovative and diverse nature of the state’s culinary scene is on full display.”

For more information about California Restaurant Month, visit [www.DineinCa.com](http://www.DineinCa.com).

**ABOUT (Organization):**

(Insert boilerplate)

**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 $140.6 billion in 2018 in California, generating nearly 1.2 million jobs in the state and $11.8 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 media.visitcalifornia.com.

# # #