



Conference & Visitors Bureau
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NEWS

For Immediate Release

December 3, 2010

COMMEMORATIVE CENTENNIAL ISSUE OF 2011 SOLVANG and the SANTA YNEZ VALLEY VISITORS GUIDE TO DEBUT

~Public invited to "Launch Event" on December 15, 2010 at 9am at Hotel Corque in Solvang

Solvang, Santa Ynez Valley, California—The official *Solvang and the Santa Ynez Valley 2011 Visitors Guide -Commemorative Solvang Centennial Issue* is a new 76-page (25% larger than 2010), full-color FREE publication encompassing the Santa Ynez Valley communities of Solvang, Santa Ynez, Los Olivos, Los Alamos, Buellton and Ballard. The *2011 Visitors Guide* is a co-operative publication of the Solvang Conference & Visitors Bureau (SCVB) and the Santa Ynez Valley Visitors Association (SYVVA). It is published by Custom Media Group in Santa Barbara that specializes in print communication for the tourism industry and publishes the award-winning quarterly magazine *Santa Barbara Seasons*.

Solvang CVB Executive Director Tracy Farhad remarked, "We are so excited to debut this very special Centennial issue of our joint Visitors Guide. It features special Solvang historical, personality and tribute sections in honor of our 100th anniversary in 2011 and is sure to be a treasured edition." The Solvang Conference & Visitors Bureau, founded by the City of Solvang in 1986, promotes the Northern European culture, cuisine, arts and attractions of the village known as "Little Denmark."

Mary Harris, SYVVA Executive Director stated, "We are proud of our on-going collaboration with Solvang CVB, now in its sixth year, and this resulting guide, which is so vital to our promotion of the entire Valley. We continue to minimize duplication of our marketing efforts while maximizing positive exposure." SYVVA is a not-for-profit organization founded in 2001 and has over 130 members involved in its various marketing activities promoting year-round sustainable tourism throughout the Valley.

The *2011 Visitors Guide* not only features what to do, see, taste, and where to shop, dine and stay in the area, but also is filled with beautiful color photographs featuring architecture, lush vineyards and historic sites. Three detailed maps make exploring and discovering easy. The *2011 Visitors Guide* also features map & listings of more than 80 area wine tasting rooms open to the public, a comprehensive lodging chart, touring itineraries, recreation and entertainment suggestions for visitors of all ages.

The Guide is available in hard copy (100,000 printed; 20,000 more than 2010 edition). It fulfills requests received through website inquiries, toll-free numbers or responses to advertising. Guides are also distributed to media from around the world; at consumer & travel trade shows and locally in hotels, businesses and visitor centers as well as California Welcome Centers. As a popular service, the annual guide will also be online for free viewing and download at www.SantaYnezValleyVisit.com or www.SolvangUSA.com.

To receive a FREE copy by mail: call toll-free: 1-800-468-6765 or 1-800-742-2843. To receive a copy in person, stop by the downtown Solvang Visitor Center located at 1639 Copenhagen Dr. (Open 9-5 daily).

Discover complete info at www.SolvangUSA.com or www.SantaYnezValleyVisit.com

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Digital version of the 2011 Guide cover available upon request: laura@mariahmarketing.com or 805-344-1717.

