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FOR IMMEDIATE RELEASE

September 28, 2007

**REGIONAL CULTURAL HERITAGE TOURISM WORKSHOP
TO BE HELD OCTOBER 26 IN LAKE COUNTY**

LAKE COUNTY, CA – A regional cultural and heritage tourism workshop will be held on October 26, 2007, from 10:00 a.m. to 4:30 p.m., at the newly renovated special events center at The Lodge at Blue Lakes.

The workshop, titled “Growing Partnerships into Driving Itineraries,” is being presented by the California Cultural and Heritage Tourism Council, the North Coast Tourism Council, and the Lake County Marketing Program.

This is the third in a series of North Coast Regional Cultural Heritage Tourism Workshops. The day’s agenda will feature a welcome by Denise Rushing, Lake County District 3 Supervisor, and several notable speakers: Jonelle Norton, California Travel & Tourism Commission; Ray Murray, National Forest Service/National Heritage Area; Emily De Falla, Executive Director, Coastwalk; Rebecah Morris, Oregon Coast Visitors Association/Oregon Coast Birding; Karen Killebrew, Nature Media, Arts, Heritage & Agriculture Tourism; and Hawk Rosales, InterTribal Sinkyone Wilderness Council.

Those involved in the tourism industry, including hospitality, culture, arts, history/heritage, ecotourism, and agritourism, in the five-county North Coast region (Lake, Del Norte, Humboldt, Mendocino, and Sonoma counties) are all encouraged to attend. The workshop promises to be an excellent opportunity for cross-county collaboration and networking.

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Discussion and breakout sessions during the workshop are designed to encourage attendees from across the region to work collaboratively to develop driving itineraries that can be used for region-wide promotions. These sessions will focus on creating a regional inventory considering themes, architecture, railroad depots, historic trails, ghost towns, nature areas, farms, and other possible destinations and activities of interest to travelers.

Registration for the workshop is \$25 and includes lunch. Advance reservations are recommended. To reserve your space, contact Charlotte Cerny at (707) 444-6641, or charlotte@redwoods.info. Payment may be made by credit card over the phone or by sending a check, made payable to North Coast Tourism Council, to: Humboldt County CVB, 1034 Second St., Eureka, CA 95501.

The Lodge at Blue Lakes is located at 5135 West Highway 20, about 5 miles west of Upper Lake. For directions or reservations for overnight lodging, contact the Lodge by phone at (707) 275-2181, or online at www.thelodgeatbluelakes.com.

For more information, contact Penelope Curtis by phone at (530) 798-5955, or by e-mail to penelcurtis@gmail.com.

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