



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE

April 25, 2007

LAKE COUNTY FEATURED AS TRAVEL DESTINATION IN SUNSET MAGAZINE

LAKE COUNTY, CA — The Lake County Marketing and Economic Development Program is pleased to announce its public relations efforts to promote Lake County as a travel destination have resulted in a three-page feature article in the May 2007 issue of *Sunset Magazine*, the monthly travel and lifestyle magazine focus on living in the West.

The article, titled “A Day on the Lake,” was written by seasoned *Sunset* travel writer Amy Wolf and showcases the beauty of Lake County with a focus on Clear Lake, its amazing bird life and recreational opportunities, as well as the area’s new wineries. Accompanying the article is a locator map and suggestions for exploring by boat, arriving by seaplane, local wines, restaurants, and accommodations — all accompanied by beautiful photos.

“We are extremely pleased with the high-profile coverage in this major travel publication,” said Kelly Cox, County of Lake’s Chief Administrative Officer. “We have known based on our experience advertising with them that this is one of the most influential travel publications to Californians, and we’re really excited to see ‘Lake County weekend’ featured right on the magazine’s cover.”

The Lake County Marketing and Economic Development Program began working with Wolf in 2005 as she was beginning to research the area in preparation for a possible article.

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RELEASE: Lake County Featured as Travel Destination in Sunset Magazine

RELEASE DATE: April 25, 2007

Page 2 of 2

“It’s been quite an adventure working with her,” said Debra Sommerfield, the County’s Deputy Administrative Officer for Economic Development who leads the County’s marketing efforts. “We’ve been in contact, suggesting possible itineraries, coordinating several trips, and checking in with her as new activities opened, yet not knowing for sure whether anything would actually make its way into the pages of their magazine.”

Over the past two years, the Lake County Marketing and Economic Development Program has been actively working to build the area’s profile as a “nearby” vacation destination to travelers from the San Francisco Bay Area and the Sacramento Valley through a range of public relations efforts, including the distribution of a professional press kit, ongoing distribution of press releases, and most importantly, the development of ongoing relationships with key members of the media and travel industry professionals.

“It’s great to see what can be accomplished by building relationships with the media as part of an integrated marketing approach,” Sommerfield said. “We really had terrific support from local business owners, several of whom rolled out the red carpet for this writer, although for the most part, she traveled around visiting most places anonymously.”

The article appears in *Sunset*’s Northern California zoned edition that encompasses Northern California and Nevada and has a circulation of about 335,000 copies through subscriptions and newsstand sales. When combined with pass-along readership, this results in a total audience of more than one million readers.

For more information, contact the Lake County Marketing and Economic Development Program at (707) 263-2580.

Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state’s cleanest air basin, spectacular scenic beauty, fine wines, headliner concerts, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or www.lakecounty.com.

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