



COUNTY OF LAKE

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FOR IMMEDIATE RELEASE

June 10, 2008

MARKETING PROGRAM PARTNERS TO PROMOTE LAKE COUNTY AT SUNSET MAGAZINE CELEBRATION WEEKEND

LAKE COUNTY, CA — On Saturday and Sunday, June 7-8, the Lake County Marketing and Economic Development Program exhibited at the 11th annual Sunset Celebration Weekend, an event presented by *Sunset Magazine*, a monthly travel and lifestyle magazine focused on living in the West. The event was held from 10:00 a.m. to 5:00 p.m. both days at the publication's headquarters facility and test garden in Menlo Park, California.

The Lake County Marketing and Economic Development Program hosted a booth that promoted Lake County as a nearby travel destination to event goers with an inviting booth display that included professional backdrops with eye-catching photographs of Lake County scenery and activities and literature racks with key visitor materials that showcased all there is to see, do, and experience in Lake County – from farm trails and water activities to upcoming events and places to stay, as well as an emphasis on Lake County's growing wine industry.

Lake County's success at the event was due in large part to partnership with both the Lake County Winery Association and the Lake County Winegrape Commission. Throughout the weekend, representatives from the Lake County Winery Association poured Lake County wines for event goers to sample. All Lake County wines poured at the event were donated by local wineries, and the proceeds from the tasting fees collected by Sunset are donated to the Children's Health Council. The Lake County Winegrape Commission generously donated an impressive prize package for a raffle drawing, and many who visited the Lake County booth entered to win. The package included a limousine tour to five Lake County wineries, overnight lodging, and a stylish picnic basket set.

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Sunset Celebration Weekend was designed to provide the Bay Area public in general, and *Sunset Magazine* readers in particular, an opportunity to see the pages of *Sunset Magazine* come alive – with exhibitors focused on travel, home, garden, food, wine, and even an “eco” area focused on products and ideas for sustainable living. Major sponsors included Chrysler, Kraft, Mondavi, Safeway, and Weber, among others. Event goers sampled and tasted, asked questions, watched demonstrations, and participated in all sorts of hands-on activities – from garden projects to lei-making.

Many travel destinations exhibited at the event. The California Travel and Tourism Commission hosted a booth, and Lake County was one of many California travel destinations exhibiting at the event — from Humboldt County, Sacramento, and Monterey County to Morro Bay, Pismo Beach, and Santa Maria.

Lake County was featured as a travel destination in the May 2007 issue of *Sunset Magazine*, and several event goers who stopped by the Lake County booth remembered having seen the feature article.

Although final attendance figures are not yet available for this year’s event, figures given for the prior year were approximately 20,000 attendees over two days.

The Lake County Marketing Program is a division of the County Administrative Office and promotes tourism to and commerce in Lake County. For more information, contact the Lake County Marketing and Economic Development Program at (707) 263-2580.

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