



FOR IMMEDIATE RELEASE

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CONTACT: Carrie Head
SLOCVCB Communications Manager
805-781-2530/800-634-1414
carrie@sanluisobispo.com

Sunset Magazine Presents *Savor the Central Coast*

San Luis Obispo County To Host First-Ever Major Food & Wine Event Fall 2010

Event will include over 150 wineries, Celebrity Chefs and Western Wine Awards

(San Luis Obispo County, CA) – Sunset Magazine is sponsoring *Savor the Central Coast* – an all-new major food and wine event held in San Luis Obispo County September 30 – October 3, 2010.

Sunset Magazine, the premier publication to life in the West, has partnered with the San Luis Obispo County Visitors & Conference Bureau (SLOCVCB) on the creation of an upscale event targeting food and wine aficionados from all over the state of California. The event will showcase San Luis Obispo County's scenic beauty, growing wine region and gourmet cuisine. Over 8000 consumers will be on tap to TASTE, SIP and SAVOR California's Central Coast lifestyle.

Highlights of the four-day extravaganza include the Sunset Western Wine Awards Gala, celebrity chef appearances, culinary tours, winemaker dinners and over 150 wineries offering specialty food and wine pairings. Weekend festivities will take place at the 15,000 acre Santa Margarita Ranch in northern San Luis Obispo County.

An event of this quality and magnitude is destined to attract more visitors to San Luis Obispo County. John Summer, SLOCVCB Executive Director, said "We welcome the opportunity to partner with a powerful and respected brand like Sunset. This event will further position San Luis Obispo County as a premier travel destination and give our economy a big boost at the same time."

Ticket proceeds and sponsorships are considered donations to the San Luis Obispo County Visitor's & Conference Bureau, a 501 c 6 tourism organization promoting San Luis Obispo County.

For more information, visit SanLuisObispoCounty.com, 800-634-1414.