



**California's year-round playground**

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**FOR IMMEDIATE RELEASE**

**Fresno Region gets the undivided attention of the California Travel & Tourism Commission and Sunset Magazine.**

**Fresno, CA, March 2, 2010** – The Fresno Convention & Visitors Bureau welcomes representatives from the California Travel & Tourism Commission and Sunset Magazine on a two day tour of Fresno, California's year-round playground. Beginning Wednesday, March 3, 2010 through Friday, March 5, 2010, the delegates will be introduced to Valley treasures such as Woodward Park, the Fresno Wine Trail, San Joaquin River Parkway, CSU Fresno, Warnors Theatre for the Performing Arts, Old Town Clovis, and the Tower District.

“This is an opportunity of a lifetime, to be able to have representatives from such esteemed tourism organizations spend two days in our region. This is the perfect opportunity for Fresno County to showcase all of the world class amenities that our region has to offer,” said Jeff Eben, Fresno CVB.

The California Travel & Tourism Commission (CTTC) is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. California is currently the number one travel destination in the country. In

2008, travel and tourism expenditures total \$97.6 billion annually in California, support jobs for 924,000 Californians and generate \$5.8 billion in state and local tax revenues.

*The FCVB will strengthen the local economy by making the Greater Fresno Metropolitan Area a premiere destination in California. Our team of trained, dedicated marketing and sales professionals are united in the effort to promote the Greater Fresno Metropolitan Area on a local, national, and international scale. We are committed to world-class customer service and hospitality that makes every member feel valued and every visitor experience memorable.*

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