



February 22, 2011

Contact: Malei Weir
mw@mooncatcher.com
(805) 239-0020

COMPANY COMING TO TOWN? GUEST SURVIVAL KIT NOW AVAILABLE

Santa Maria Valley VCB Offers Complimentary Kit with Map, Booklets, Coupons and More

Santa Maria, California— Uncle Joe is visiting from the Central Valley. You love Uncle Joe, but he can get on your nerves. First he trashes your favorite football team, then he needles you about your politics.

So you look him in the eye and say, “Uncle Joe, you can go to . . . the Guadalupe Dunes!” Then you pull out your “Guest Survival Kit” and reveal all the other Santa Maria Valley attractions that await his exploration. Hey, there’s even a coupon for a discount at a local hotel. Hint, hint . . .

The Guest Survival Kit is the centerpiece of the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau’s new “Company’s Coming” campaign. The campaign is designed to reach an important visitor segment: those who come to Santa Maria Valley to visit friends and relatives.

The complimentary Guest Survival Kits come in specially marked bags and contain Santa Maria Valley promotional materials and coupons. The kits include:

- *Two-Sided Touring Map with Local Attraction Highlights*
- *Coupons offered by local businesses and attractions*
- *Santa Maria Valley Visitors Guide*
- *The newly updated Santa Maria Style Barbecue booklet*
- *The newly updated Santa Maria Valley Wine Country booklet*
- *An itinerary geared for children and their parents*
- *Welcome letter*

Members of the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau are invited to contribute gifts and coupons to the ongoing program.

Local residents are encouraged to visit the Chamber office at 614 S. Broadway to pick up the free kits, which will help them entertain family and friends of all ages. Who knows, they may even find some new attractions to entertain themselves, too, after the company’s gone!

For information about Santa Maria Valley attractions, local lodging, wine tasting and more, visit www.santamaria.com or call the Santa Maria Valley Chamber of Commerce & Visitor and Convention Bureau at (800) 331-3779.

###