



February 10, 2010

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## **SANTA MARIA VALLEY CHAMBER DEBUTS NEW 2010 COMMUNITY GUIDE**

### **Free Publication Serves as Resource for Locals and Visitors**

*Santa Maria, CA*—From historical tidbits to cultural destinations to outdoor adventures, the newly released *2010 Santa Maria Valley Chamber of Commerce Community Guide* is the quintessential authority on events and attractions throughout the Santa Maria Valley.

Hot off the press and available free from the Santa Maria Chamber of Commerce, this new edition features 34 pages covering the entire Santa Maria Valley experience, including museums, golf, wine tasting, live theater, dining, lodging, public transportation, special events and more. It is the largest and most extensive guide ever published by the Chamber.

While the *Community Guide* is ideal for visitors, it will also appeal to locals seeking insight into the valley's history and happenings.

"The Chamber's goal is to provide an easy-to-use reference that highlights all that our community has to offer," says Robert P. Hatch, president and CEO of the Santa Maria Valley Chamber of Commerce. "It is a visual celebration of the richness and diversity of the Valley, and an invitation to visitors, friends and family to travel to this beautiful place that we are fortunate to call home."

Indeed, the *Community Guide* plays a central role in the Chamber's marketing efforts. Distributed to around 30,000 visitors and locals, the *Community Guide* is collected by walk-in visitors at the Chamber's offices and is mailed out by request. It is also available at numerous local attractions, visitor centers and lodging facilities.

The *Community Guide* also captures the beauty and diversity of the Santa Maria Valley with artful design and photography, showcasing everything from picturesque vineyards and beaches to the bustling Santa Maria Fairpark and new Santa Maria Public Library. The publication was designed by Marcy Lariz of the Santa Maria Valley Chamber of Commerce.

The *2010 Santa Maria Valley Chamber of Commerce Community Guide* is free and available at the Chamber office at 614 S. Broadway in Santa Maria. An interactive online version can be viewed at [www.santamariavisitor.com](http://www.santamariavisitor.com). For more information, please call Santa Maria Valley Chamber of Commerce at (805) 925-2403.

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