



August 10, 2008
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SANTA MARIA VALLEY HOTELS OFFER “GET HERE FREE” GAS BREAK FOR CALIFORNIANS

Visitors to Central Coast Wine Country Receive \$50 Gift Card from Participating Hotels with Three-Night Stay

Santa Maria, CA—Four hotels in the Santa Maria Valley wine country on California's Central Coast have banded together to help Californians “get here free,” offering guests a \$50 Visa gift card with any three-night stay from now through September.

At the current average rate of \$4.30 per gallon of gas and assuming an average of 25 miles per gallon, the \$50 gift card is worth 290 miles—enough to get a family to the Santa Maria Valley from San Diego, Los Angeles, Fresno, San Francisco and many other cities.

“More and more people are watching their budgets these days and taking trips closer to home, but the price of gas still stings,” said Gina Keough, manager of the Santa Maria Valley Chamber of Commerce and Convention & Visitor Bureau. “However, with this promotion, our hotels are paying for the gas to get you here, so that you can spend your money on having fun instead of filling up.”

The promotion runs from now through the end of September. Guests who mention the promotion when reserving their stay for three nights or more will receive a \$50 Visa gift card upon their arrival. The participating hotels are:

- **Historic Santa Maria Inn / www.santamariainn.com / (800) 462-4276**
- **Radisson Hotel Santa Maria / www.radisson.com/santamariaca / (866) 292-4676**
- **Best Western Big America / www.bigamerica.com / (888) 326-3380**
- **Holiday Inn Hotel & Suites / www.holidayinn.com/santamariaca / (800) 226-6573**

The scenic Santa Maria Valley resides in northern Santa Barbara County. Wine tasting is a major attraction in the valley, where Pinot Noir and Chardonnay are among the varietals that thrive in the region's temperate coastal climate.

The Santa Maria Valley is also home to a variety of fine dining establishments, including those that specialize in the area's world-famous Santa Maria Style Barbecue.

Affordable golf, expansive beaches and cultural attractions also abound in the Santa Maria Valley.

Serving the Santa Maria Valley in the heart of California's Central Coast, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau is a nonprofit association that facilitates local tourism and provides information on the region's many attractions and visitor services. Famed for its fine wines, natural wonders, agricultural heritage and flavorful barbecue, the Santa Maria Valley offers a broad range of cultural, sporting and historical experiences.