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Cannery Row Featured in New California Tourism TV Ad

Potential travelers across the United States and the U.K will see glimpses of Cannery Row, Bixby Bridge, Julia Pfeiffer State Park and the Post Ranch Inn in latest CTTC television ad

MONTEREY, CALIF. – Last week, the California Travel and Tourism Commission (CTTC) launched their new “Misconceptions” television ad featuring many Monterey-area attractions, including Cannery Row, Bixby Bridge, Julia Pfeiffer State Park and the Post Ranch Inn. The total media buy for the ad was \$15 million in the U.S. and in the U.K., part of a \$50 million annual budget to promote California travel to the rest of the country and world.

At the same time showcasing the state’s abundance of attractions, the new add pokes fun at many California stereotypes: Doesn’t *everyone* here drive a convertible, own a winery, surf and act like a rock star? Well, maybe not all of us, but aren’t many of those positive “misconceptions” why we love our state and why so many people enjoy visiting?

The advertisement features an all-star cast, including Kim Kardashian, Betty White and the Jonas Brothers and shots of some of California’s most spectacular sites including a kayaker on the calm waters off Cannery Row’s Mcabee Beach with a shot of the The Fish Hopper Restaurant in the background.

“Cannery Row Company has worked closely with the California Travel and Tourism Commission for 25 years and we are delighted to see some of Monterey’s most beautiful and unique locations featured in this superb promotion of California tourism,” said Diane Mandeville, Vice President of Marketing for the Cannery Row Company, and CTTC Marketing Advisory Committee member.

View the commercial at <http://www.visitcalifornia.com/misconceptions>.

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About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.