

MEDIA ALERT
[for media only]

FOR IMMEDIATE RELEASE

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Photo & interview opportunities

**AMERICA'S PREEMINENT TRAVEL EXPERT PETER GREENBERG
BROADCASTING LIVE FROM CANNERY ROW THIS SATURDAY**

MONTEREY, Calif. – May 1, 2007 – *Peter Greenberg Worldwide*, a nationally syndicated radio show, will be broadcasting live at A Taste of Monterey on Cannery Row this Saturday, May 5, 2007 from 7 a.m. – 9 a.m. Peter Greenberg will be hosting his regularly scheduled show which includes talking live with *New York Times* and *Wall Street Journal* travel editors, and interviewing four members of the local community. Greenberg is most well known for his work on *NBC's Today Show* as the on-air travel editor, for his book series, "The Travel Detective," and for his regular appearances on shows like *Oprah*, *MSNBC*, *CNBC*, and *The View*. Members of the media are invited to view the live broadcast and join Mr. Greenberg for a post show question and answer session beginning at 9 a.m.

WHO: **Cannery Row Company** extends a special invitation to local media to join highly regarded travel expert, **Peter Greenberg** and his show ***Peter Greenberg Worldwide***, for a live broadcast and post show Q&A.

WHAT: ***Peter Greenberg Worldwide***, a nationally syndicated radio show, will broadcast live from A Taste of Monterey on Cannery Row. In addition to his regular broadcast, Greenberg will be featuring interviews with local members of the community including:

- Bert Cutino, World Renowned Chef & Partner of the Sardine Factory
- Jane Smiley, Pulitzer Prize Winning Novelist
- Bob Brower, Proprietor of Chateau Julien Wine Estate
- Dr. Steven Webster, Volunteer & One of the Four Founding Conceptualists of the Monterey Bay Aquarium

WHEN: **Saturday, May 5, 2007**
7:00 a.m. - 9:00 a.m. - LIVE RADIO BROADCAST
9:00 a.m. - Q&A SESSION OPEN TO MEDIA ONLY

WHERE: **A Taste of Monterey**
700 Cannery Row, Suite KK, Monterey

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This event is for media only and not open to the public

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