



Wednesday, September 17, 2014

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MEDIA ALERT

Saturday, Sept. 27, Sunset SAVOR the Central Coast Opens with Keynotes by Secretary of Food and Ag, Karen Ross and Visit CA CEO, Caroline Beteta

- WHO:** Sunset SAVOR the Central Coast & Visit San Luis Obispo County
- WHAT:** Sunset SAVOR the Central Coast celebrates its fifth year as the West Coast's premier food and wine festival, September 25-28, 2014. The Main Event will kick off with an Opening Ceremony and Breakfast presented by CA GROWN and the American Pistachio Growers on **Saturday, September 27, 2014 beginning at 9:45am**. The annual ceremony, which is held before the Main Event, begins at Santa Margarita Ranch and highlights an official ribbon cutting and Chumash blessing. This year, featured speakers will include Caroline Beteta, President and CEO of Visit California and Karen Ross, Secretary of the California Department of Food and Agriculture. The program will also highlight the presentation of the Tourism Champion Award, given each year to local advocates of San Luis Obispo County tourism.
- WHEN:** Join us at the Sunset SAVOR the Central Coast Opening Ceremony on Saturday, September 27th beginning at 9:45am at the CA GROWN Pavilion located at Santa Margarita Ranch. **Your RSVP will also guarantee you a Media Pass to the Main Event.** Please send your RSVP to Kylee Jepsen at kyleej@visitsanluisobispo.com by **Friday, September 19th at Noon.**
- WHERE:** Santa Margarita Ranch – CA GROWN Pavilion
9000 Yerba Buena Ave, Santa Margarita, CA 93453

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