



Contact:  
Haley Messner, Fast Forward  
619-312-1212  
[Messner@fastforwardevents.com](mailto:Messner@fastforwardevents.com)

Kylee Jepsen, Visit San Luis Obispo County  
805-541-8000  
[kyleej@visitsanluisobispo.com](mailto:kyleej@visitsanluisobispo.com)

**FOR IMMEDIATE RELEASE:**

**SAN LUIS OBISPO COUNTY "LOCALS ONLY" DISCOUNT NOW AVAILABLE FOR  
SUNSET SAVOR THE CENTRAL COAST- SAVE ON OPENING NIGHT  
AND MAIN EVENT TICKETS**

*For a Limited Time, County Residents Receive 15% Off Admission to Select Sunset SAVOR the Central Coast Events, Offer Available Through August 31, 2015*

**San Luis Obispo County, CA (July 30, 2015)** – San Luis Obispo County residents can take advantage of the special “locals only” discount to experience Volvo Presents Sunset SAVOR the Central Coast. Held September 24-27, California’s premier food, wine, travel and lifestyle event, offers four-days of culinary immersion, celebrity chefs, winemakers and more. During the month of August, locals save 15% off both General Admission and VIP tickets to the opening night extravaganza Strings at Sunset on September 24, as well as tickets to the iconic Main Event on September 26 and 27.

Strings at Sunset, the brand new opening night event held at the Vina Robles Amphitheatre, includes tastings of medal-winning wines from the Sunset International Wine Competition, and incredible theatrical performances from award-winning musical artists String Theory and DJ Violinist SPAGS.

Guests will savor mouthwatering tasting stations from celebrity chefs, including Joanne Weir, James Beard Award-winning cookbook author of *Kitchen Gypsy* (Oxmoor House, Sept. 2015); popular food blogger, culinary instructor and author of *Eating Up the West Coast* (Oxmoor House, 2015), Brigit Binns; former contestant of Bravo’s “Top Chef Masters,” Mary Sue Milliken of Border Grill Restaurants in Santa Monica, and Executive Chef James Siao of Finch & Fork restaurant at Kimpton’s Canary Hotel in Santa Barbara, CA. Boasting surprises at every corner, locals experience all of this and more in their discounted all-inclusive ticket, which offers 15% off of total ticket price

Held at the historic Santa Margarita Ranch, the Main Event presents an epicurean playground showcasing celebrity and master chefs, Sunset expert editors, brew masters and artisanal food producers, including: Frank Pellegrino Jr., co-owner of Rao’s Restaurant Group in New York, Las Vegas and Hollywood; winner of Season 11 of “Top Chef: Last Chance Kitchen” and Executive Chef of Spoonbar in Healdsburg, CA, Louis Maldonado; Executive Chef of FIG Restaurant in Santa Monica, CA, Chef Yousef Ghalaini, and Sunset editors, Sara Schneider, Margo True and Peter Fish. Locals receive 15% off their Single Day or Weekend Passes for the Main Event.

“We invite fellow San Luis Obispo County residents to join us as we celebrate our region and showcase the incredible talent found in our own backyard. This year, Sunset SAVOR the Central Coast welcomes an all-star lineup of some of the country’s most talented culinary artisans, who

(Continued)

will highlight the unique flavors of our region,” said Chuck Davison, President and CEO of Visit San Luis Obispo County.

Discounted tickets to Strings at Sunset and to the Main Event, as either a Single Day or Weekend Pass, can be purchased online at www.savorcentralcoast.com. To receive the special discount, enter the code “LOCAL” at checkout.

For more information on Sunset SAVOR the Central Coast, or to plan your weekend, visit www.savorcentralcoast.com.

[View Boiler Plates here](#)

###