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FOR IMMEDIATE RELEASE:

## **THE ULTIMATE CALIFORNIA ROAD TRIP – TOP TEN SECRET DESTINATIONS UNVEILED ALONG THE ICONIC HIGHWAY 1 DISCOVERY ROUTE**

*Sunset SAVOR The Central Coast and Highway 1 Discovery Route Offer A Chance To Win The  
Ultimate Fall Vacation, September 24-27, 2015*

**San Luis Obispo County, CA (July 1, 2015)** – This Fall, the California Central Coast reveals the road less savored and invites travelers to take the ultimate culinary road trip on the [California Highway 1 Discovery Route](#). An easy-to-drive vacation boasting unexplored destinations fit for culinary lovers, adventure seekers, vinophiles, and sunshine chasers, the road trip weaves through a unique part of the Golden State, San Luis Obispo County, located half-way between both Los Angeles and San Francisco.

Featuring natural attractions that most urbanites don't have the chance to experience, the route is home to 10 distinct destinations that are easy to experience by car. These fall travel hotspots remain untouched by the masses, and offer completely customizable itineraries filled with farm fresh cuisine, unparalleled wine culture, whimsical artisan towns, and seaside villages rich in character and history.

A special opportunity awaits eager road trippers from September 24-27, when they can experience the best of the California Central Coast and the Highway 1 Discovery Route in one four-day foodie adventure at [Volvo Presents Sunset SAVOR The Central Coast](#). California's premier food, wine and lifestyle event, Sunset SAVOR the Central Coasts boasts celebrity and master chefs, Adventure Tours that highlight several destinations found on the Discovery Route, beer and wine tastings, Sunset Editors, special events, dinners and more.

With a variety of microclimates, fall is the ideal time to embark on a road trip to the Central Coast and along the area's 101 miles of pristine California coastline. This season, the California Highway 1 Discovery Route lifts the curtain to reveal 10 of its long-kept hidden gems. The remaining secrets...those can only be discovered by the travelers themselves.

- **Do as the locavaores do**, and wander the famous **Arroyo Grande** Farmers Market, or as they call it in the central coast, "AG." Foodies can even join a chef-led tour for an insider's guide to shopping, sourcing and eating local in the region.
- **Take to the sea**, and tour **Avila Beach's** natural wonders, including 300 species of native birds and over 30 species of whales and dolphins. Land lovers can view the picturesque coastline from the Avila Beach Pier, one of the few remaining piers that cars are still able to drive on. Travelers can explore Avila Beach and its wildlife by boat as part of a Sunset SAVOR 's [Adventure Tour series](#).

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- **See unique and endangered wildlife**, that can't be seen anywhere else. There are not many destinations where travelers can view majestic Clydesdales in their natural habitat and experience over 2,000 acres of endangered Monterey pines. Both treasures are tucked away in **Cambria** at the stunning Covell Ranch and available for exploration through Sunset SAVOR, including a wine-paired lunch.
  - **Indulge in rare and sought after Abalone**, at the Ocean Rose Abalone Farm in **Cayucos**, where sustainable aqua-farming allows visitors a unique opportunity to savor the red abalone, a mollusk with limited availability worldwide. During Sunset SAVOR, travelers get a behind-the-scenes look of the farm's remarkable facilities.
  - **Meet the winemakers** and owners themselves at many of **Edna Valley's** distinct wineries. Unlike many wineries today, sipping at an Edna Valley winery still remains a personalized and one-on-one experience.
  - **Explore tide pools** with giant, fluorescent natural marine wildlife along the Ocean Bluffs Trail in **Los Osos and Baywood Park**. At these unique pools, the only crowds to be found are the resident sea anemones, turban snails, rock crabs and sea stars.
  - **Play a round of golf** at one of **Nipomo's** three incredible courses. Known as a mini Pebble Beach, but with better weather, Nipomo is home to Blacklake Golf Resort, the Central Coast's only 27-hole golf course.
  - **Get an adrenaline fix** at the only vehicular beach in California, the **Oceano** Dunes State Vehicular Recreation Area (SVRA). Enjoy an impressive off-road playground of coastal dunes with an ocean view.
  - **Wine taste at the foot of the iconic Hearst Castle**. While most visitors flock to **San Simeon** to tour the famed castle, many are unaware of the nearby tasting room, where guests can ditch the crowds and taste premier wines. Join the special [Sunset SAVOR Adventure Tour](#), and enjoy an exclusive tour of the legendary Hearst Castle. Finish the tour with an artfully prepared lunch by Sebastian's Café and a private tasting by Hearst Ranch Winery overlooking the beautiful San Simeon Bay
  - **For a picture perfect view of undeveloped coastline**, the scenic hike to **Ragged Point Beach** features a 400-foot change in elevation that offers a breathtaking view of the beaches below and their exotic black sands.
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Road trippers are encouraged to tie their Discovery Route 1 adventure in with a trip to Volvo Presents Sunset SAVOR The Central Coast. In honor, the California Highway 1 Discover Route and Sunset SAVOR The Central Coast have partnered to offer fall travelers the chance to experience the iconic route through the Ultimate SAVOR Giveaway. The winner receives an unforgettable vacation on the Highway 1 Discovery Route including VIP access to Sunset SAVOR the Central Coast events and VIP Adventure Tour activities, as well as their choice of lodging from over 500 accommodations, and dining options from over 400 outstanding restaurants. Travelers can enter to win the Ultimate SAVOR Giveaway [here](#), or by visiting Sunset SAVOR The Central Coast's [Facebook page](#) before August 15, 2015.

To purchase tickets and for more information about designing a Sunset SAVOR The Central Coast vacation, visit <http://www.savorcentralcoast.com>

[View Boiler Plates here](#)