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FOR IMMEDIATE RELEASE

**VISIT SAN LUIS OBISPO COUNTY SELECTS FAST FORWARD AS EVENT
PRODUCTION PARTNER FOR ANNUAL SUNSET SAVOR THE CENTRAL COAST**

*Award-Winning San Diego-Based Production Agency Selected To Produce California
Central Coast's Premier Food and Wine Experience, September 24-27, 2015*

San Luis Obispo, CA (February 25, 2015) [Visit San Luis Obispo County](#) is proud to announce that Fast Forward, a national event production and marketing agency based in San Diego, CA, has been selected as the operator and production partner for [Sunset SAVOR the Central Coast](#), according to Stacie Jacob, CEO of Visit San Luis Obispo County.

“We are proud to partner with the dynamic team at Fast Forward to carry the vision of Sunset SAVOR the Central Coast forward and continue its growth as a critical culinary and cultural tourism draw to our region,” continued Jacob. “Fast Forward brings with it an established portfolio of award-winning luxury food and wine experiences, a talented and experienced team of event professionals, and a keen understanding of the latest trends in the industry.”

Under its management, [Fast Forward](#) will handle turnkey event operations including marketing and public relations, sponsorship and exhibitor sales, vendor management, event production, operations and logistics, brand management and activation. Working with the team at Visit San Luis Obispo County Fast Forward will engage in the strong community base that has been critical to building the SAVOR brand. The agency is known nationally as an award-winning production agency with credits including the annual San Diego Bay Wine & Food Festival, *Cooking Light & Health's* The Fit Foodie series, Editor Showcase NYC, and SommCon, a four-day educational conference for wine industry professionals.

“Fast Forward is thrilled to partner with Visit San Luis Obispo County to produce and elevate Sunset SAVOR The Central Coast,” said Michelle Metter, Partner and Co-Founder of Fast Forward. “Our team looks forward to closely working with Visit San Luis Obispo County to further awareness and interest in the region’s diverse culinary artisanship, while providing support, strategic vision and growth to all aspects of the event.”

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Visit San Luis Obispo County continues its partnership with *Sunset*, the West's leading lifestyle brand, to produce Sunset SAVOR the Central Coast, which boasts four days of culinary experiences that highlight the diverse selection of wine and food connected to the California Central Coast.

Held September 24 through September 27, 2015, Sunset SAVOR the Central Coast features Adventure Tours that allow attendees to discover the pastoral regions of San Luis Obispo County, special events and indulgent dinners including the picturesque "Sunset at Hearst Castle Dinner," and the Main Event at Santa Margarita Ranch featuring 200 wineries and celebrated local and national chefs.

A culinary playground, SAVOR's signature Main Event allows attendees to immerse themselves in the flavors of California's Central Coast through culinary demonstrations by celebrity and master chefs, wine tasting and seminars, beer and music gardens, and more.

Exhibit space sales will open on March 2, 2015. Interested organizations should contact Caitlin Purkey at Purkey@fastforwardwevents.com at Fast Forward, at 619-312-1212.

Sunset SAVOR the Central Coast ticket sales launch on May 1, 2015 at www.savorcentralcoast.com.

About Visit San Luis Obispo County

Visit San Luis Obispo County is the countywide destination marketing organization and promotes San Luis Obispo County through advertising, marketing, public relations and group sales. Its membership base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores. Sunset SAVOR the Central Coast is produced and managed by the Bureau. For more information on Visit San Luis Obispo County, please visit www.VisitSanLuisObispoCounty.com.

About *Sunset*

Sunset (www.sunset.com) is the leading lifestyle brand in the West. Through magazines and books, events and experiences, and digital and social media, *Sunset* covers the West's best flavors, destinations, design trends, and innovations. *Sunset* engages and inspires an audience of over six million educated, active and affluent consumers every month through its five regional print editions—Pacific Northwest, Northern California, Southern California, Southwest and Mountain—as well as via all tablet devices and its website. In addition to its print and digital publication, *Sunset* showcases the region's unique lifestyle and noteworthy destinations through its flagship events, established home programs, licensing partners, books and

International Wine Competition. *Sunset* is produced by Time Inc. (TIME), one of the largest media companies in the world.

About Fast Forward

As an award-winning turnkey event management, public relations and marketing solutions provider, [Fast Forward](#) specializes in the creation of world-class trade and consumer events, brand activation and experiential marketing strategies. From elite wine and food experiences for thousands of discriminating palates to intimate brand-to-press networking events in the heart of Manhattan, productions by Fast Forward Ventures accelerate human connections, put brands in front of key influencers, and deliver an unparalleled return on experience. Fast Forward Ventures is the producer of *Cooking Light & Health's* The Fit Foodie 5K Race Weekend, Editor Showcase NYC, SommCon USA, and the San Diego Bay Wine & Food Festival, Southern California's largest luxury wine and culinary experience now in its 12th year.

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