



For Immediate Release  
April 18, 2011

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### **Marin County Welcomes America's Cup 2013**

San Rafael, CA - With the announcement that the Greater Bay Area had secured the winning bid to host the 2013 America's Cup Yacht Race, the Marin Convention and Visitors Bureau released the following statement:

"We are excited to be part of this internationally recognized event, said Mark Essman, President/CEO of the Marin Convention and Visitors Bureau". Essman went on to say, "Marin County will offer a great location for spectators to view this event from the north side of the Golden Gate Bridge". "We are currently working on plans to market Marin County as an alternative and affordable venue for visitors traveling to the Bay Area for the race".

The Marin Convention and Visitors Bureau will work in conjunction with the San Francisco Travel Association and other area Convention and Visitors Bureaus to provide an ample selection of lodging, dining, and shopping to individuals who plan to attend this event in order to make this "once-in-a-lifetime" program a memorable experience for visitors to the Greater Bay Area.

The Marin Convention & Visitors Bureau (MCVB) is a private 501-c6 organization funded by Business Improvement Districts (BIDs). The MCVB represents nine Marin communities: Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, San Anselmo, San Rafael, Tiburon, and the West Marin Visitors Bureau. The MCVB promotes Marin County as an overnight destination through marketing programs, collateral materials, trade missions, and partnership with other industry-related organizations. Our mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

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