



For Immediate Release

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**MARIN CONVENTION & VISITORS BUREAU LAUNCHES
RESTAURANT MONTH PROMOTION JANUARY 2012**
Program Part of Nearly 30 Cities Participating in Statewide California Restaurant Month

San Rafael, CA—More than 15 Marin County restaurants will celebrate Marin County Restaurant Month, January 1-31, 2012, announced Mark Essman, President and CEO of the Marin Convention & Visitors Bureau.

Marin County Restaurant Month is an incredible opportunity to experience some of the best wine and food in the destination at a value they can't get at any other time of the year. January is also a great time to get hotel deals and experience the diversity of what Marin County offers.

Here's how it works: Participating restaurants will provide prix-fixe lunch and dinner menu selections and other special offers, with price ranges of \$12 - \$45 per person, during the month of January 2012. There are no tickets or passes required, although reservations are recommended and can be made by calling restaurants directly. Some of the restaurants participating this year include Balboa Café Mill Valley, Chianti Cucina, Farm House Restaurant, Hilltop 1892, Il Davide, Marin Steak & Spirits Company, Mountain Home Inn Restaurant, Nick's Cove, Piazza D'Angelo, Rickey's Restaurant, San Rafael Joe's, Seafood Peddler, and Tiburon Grill. For more information on participating restaurants, check out www.visitMarin.org.

Marin County Restaurant Month is part of California Restaurant Month, designated by Visit California. Upwards of 30 destinations across California, from the desert and coast to wine country and High Sierra, are hosting restaurant weeks and other value-driven food programming this January. "Last year's inaugural California Restaurant Month was a huge success, with 23 participating destinations and over 20 million media impressions. We're thrilled to see the program grow to include even more destinations so we can continue to tell California's amazing culinary story," said Caroline Beteta, Visit California president & CEO.

"As the top U.S. destination for culinary travel and one of the leading agricultural producers in the country, there is such a vast array of culinary experiences to be found here. And what better time to visit than during this special program that treats visitors to offers they won't see any other time of the year."

Last year travelers in California spent \$23.1 billion on food and beverages, more than for any other spending segment and constituting 26 percent of all visitor spending last year (Source: Dean Runyan Associates), Beteta said. For more information about California Restaurant Month, visit www.visitcalifornia.com/restaurantmonth.

About Marin CVB: The Marin Convention & Visitors Bureau (MCVB) is a private 501-c6 organization that 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.

About Visit California: Visit California is a non-profit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. According to Visit California, travel and tourism expenditures total \$95.1 billion annually in California, support jobs for 873,000 Californians and generate \$6.1 billion in state and local tax revenues. For more information about Visit California and for a free *California Visitor's Guide*, go to www.VisitCalifornia.com.

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