



For Immediate Release
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Marin Convention & Visitors Bureau Grows Agri-Tourism Partnerships

San Rafael, CA – The Marin Convention & Visitors Bureau (MCVB) has been partnered with agricultural-based businesses in Marin since 2005, and with the continued buzz of “agri-tourism”, the MCVB is exploring ways to continue their partnerships with educational forums and farm tours in the future.

“Agritourism offers our ranches and farms a creative way to educate visitors, promote farm products, and diversify operations while caring for the land that supports them, reports Ellie Rilla, Community Development Advisor at University of California, Cooperative Extension of Marin. For more information, please visit www.growninmarin.org.

This year, the MCVB has partnered with Drakes Bay Oyster Company, The Fork at Point Reyes, Cowgirl Creamery, Marin French Cheese Company, and Nicasio Valley Cheese Company, and is currently working with the founders of the Sonoma Marin Cheese Trail Map. These cheese trail maps are available for no cost from the MCVB San Rafael and Olema visitor center locations.

In addition, the MCVB is pleased to announce a new section within their website, www.visitMarin.org that features agri-tourism things to do and attractions. In early 2012, this section will bloom into a Green Marin section that will house our agri-tourism partners, as well as other sustainable resources.

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.

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