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For Immediate Release



## OUTDOOR ADVENTURE AND FUN ALONG CALIFORNIA'S CENTRAL COAST

For outdoor enthusiasts, California's Central Coast has it all – everything from surf fishing and scuba diving to mountain biking and horseback riding. It's one of the best spots to view marine animals anywhere in the world while also offering rugged coastal trails.

With four distinct regions offering an array of experiences, here is a brief sampling of the highlights for outdoor recreation.

### **MONTEREY BAY REGION**

**Big Sur** – From spotting sea otters and California condors, outdoor activities include everything from hiking to mountain climbing. It also includes more than 3 million acres of wilderness in Los Padres National Forest. <http://www.bigsurcalifornia.org/>

**Monterey Bay Marine Sanctuary** – This federally protected marine area offshore of California's central coast stretches from Marin to Cambria and encompasses a shoreline of 276 miles and 6,094 square miles of ocean. <http://montereybay.noaa.gov/>

**Pinnacles** – Located east of the Salinas Valley, the park's namesakes are the eroded leftovers of the western half of an extinct volcano that has moved 150 miles from its original location on the San Andreas Fault, embedded in a portion of the California Pacific Coast Ranges. The rock formations provide for spectacular pinnacles that attract rock climbers from around the world. <http://www.nps.gov/pinn/index.htm>

**Monterey Bay Aquarium** – Located on the site of a former sardine cannery on Cannery Row, the Monterey Bay Aquarium holds thousands of plants and animals with more than 600 species on display. Exhibits include stingrays, jellyfish, sea otters and is one of the only aquariums in the world to exhibit both Bluefin and yellow fin tuna. <http://www.montereybayaquarium.org/>

**California Central Redwoods** – Home to California’s oldest state park, Big Basin, has more than 80 miles of trails, along with wildlife, lush waterfalls and home to the largest continuous stand of ancient Coast Redwoods south of San Francisco. The park also offers family and group camping, tent cabins, backpacking camps, hiking, mountain biking, and equestrian trails. <http://www.centralcoast-tourism.com/big-basin-redwoods-state-park.htm>

**Veteran's Memorial Park** – An urban campground with more than 50 acres of hiking trails, play equipment and more. <http://www.monterey.org/Departments/MontereyRecreation/ParksandBeaches/VeteransMemorialPark.aspx>

**Pfeiffer Beach** – This secluded beach is best known for its occasional purple sand, which comes from manganese garnet in the hills that is being eroded and washes down the creek to the beach. Best time to see it is after winter storms. Sometimes the color appears more pinkish and others report some green color at times. <http://www.discover-central-california.com/pfeiffer-beach>

## VENTURA REGION

**Channel Islands** - This chain of eight islands includes four in Santa Barbara County; two are in Ventura and the others are in Los Angeles County. Five of the islands are part of Channel Islands National Park, and the waters surrounding these islands make up Channel Islands National Marine Sanctuary –one of only 13 marine sanctuaries in the nation. Established to protect spectacular natural and cultural resources within its boundaries, this national park is an absolute paradise for sport fishing, wildlife viewing and is ranked as one of the top 10 diving destinations in the world. <http://www.nps.gov/chis/index.htm>

## SAN LUIS OBISPO REGION

**Pismo Beach** – From swimming and hiking to kayaking, surfing and golf, Pismo Beach offers an array of outdoor activities destined to satisfy every sports and outdoor recreation aficionado. The area boasts four picturesque golf courses, fresh water lakes and salt water for surfing, kite boarding, fishing or swimming. <http://pismo-beach.org/>

**Oceano Dunes** – This 18-mile stretch of coastline just south of Pismo Beach is home to a unique dunes ecosystem as well as many endangered and threatened species of plants and animals. To protect the dunes environment, much of the Complex has been set aside for conservation and is recognized as a national landmark. The park also offers guests the ability to camp on the beach itself and is also known for horseback riding and bird watching

**Piedras Blancas** – The rookery in San Simeon is home to about 17,000 animals and is open every day to the public free of charge. Visitors can see northern Elephant Seals, who spend 8-10 months of the year in the open ocean migrating thousands of miles twice a year to their land based rookery for birthing, breeding, molting and rest. <http://www.elephantseal.org/>

## SANTA BARBARA REGION

**Alisal Guest Ranch** – This 10,000-acre ranch melds the spirit of the Old West with the amenities of today's most relaxing resorts. The resort feature more than 50 miles of riding trails, a 100-acre spring fed lake and other resort amenities from golf to tennis to spa. <http://www.alisal.com/>

**Whale Watching** – The Santa Barbara Channel offers one of the best vantage points for whale watching year round. Visitors can go aboard the high-speed catamaran, the CONDOR Express to see Giant Blue Whales, friendly humpbacks and families of dolphins. <http://condorexpress.com/>

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For more information please visit: [www.cctcmediaroom.com](http://www.cctcmediaroom.com); [www.theoriginalroadtrip.com](http://www.theoriginalroadtrip.com)

**California's Central Coast consists of:**

VENTURA REGION: Ventura County, Camarillo, Conejo Valley, Heritage Valley, Ojai, Oxnard, Port Hueneme, Simi Valley

SANTA BARBARA REGION: Santa Barbara County, Buellton, Carpinteria Valley, Lompoc Valley, Santa Maria Valley, Solvang, Santa Ynez Valley

SAN LUIS OBISPO REGION: San Luis Obispo County, Arroyo Grande, Atascadero, Cambria, Cayucos, Grover Beach, Harmony, Morro Bay, Nipomo, Paso Robles, Pismo Beach, San Simeon

MONTEREY BAY REGION: Monterey County, Santa Cruz County, Capitola, Carmel, Gilroy, San Benito

**About Central Coast Tourism Council**

The Central Coast Tourism Council (CCTC) is a non-profit organization comprised of Destination Management Organizations (DMOs; Convention & Visitor Bureaus, Chambers of Commerce, etc.) throughout the California Central Coast. Comprised of tourism and hospitality professionals, the mission of CCTC is to jointly promote the entire California Central Coast as a destination. The four regions that comprise California's Central Coast include Monterey Bay, San Luis Obispo, Santa Barbara, and Ventura. The CCTC also serves as the Central Coast's voice in Sacramento, and as a partner with Visit California's global marketing and advertising campaigns.