



## PR FAM TRIPS

### JULY

- **Ted Loos** – Departures magazine (American Express Platinum members): Anderson Valley lodging and wines
- **Chaney Kwak** – Departures magazine: sea urchin, lodging on coast; diving
- **Francoise Feuillet** – AVANTAGES (France): family travel; VCA sponsored
- **Bob Cooper** – Nob Hill Gazette: off the beaten path accommodations
- **Saville Productions** - Visit California is partnering with Brand USA on a new road trip content series, "California Pop." The video series will take viewers across California to experience the quirky, undiscovered, pop culture landmarks and unforgettable characters (creators, purveyors and stewards of pop culture) within California. This will be a six episode series that will be promoted globally through Brand USA and Visit California's owned channels.

### AUGUST

- **Georgeanne Brennan** – Bay Area News Group: Fishing and family fun on the coast