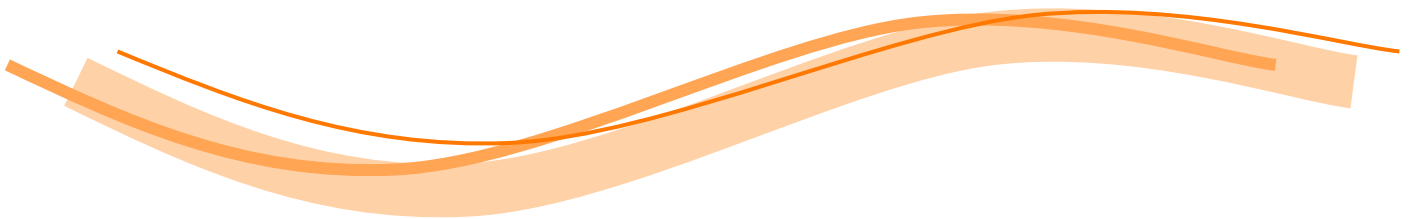




CALIFORNIA





CALIFORNIA	The great thing about California is that there is something for everyone! Families, couples, or friends traveling in California will discover the perfect vacation. Whether it is skiing or surfing, or doing both in the same day, California has it all!
Location	California is a state on the West Coast of the United States, along the Pacific Ocean. It is bordered by Oregon to the north, Nevada to the east, Arizona to the southeast, and to the south the Mexican state of Baja California. California is the most populous U.S. state.
Geography	<p>California is the third largest state in the US in land area, covering 158,693 square miles.</p> <p>The average width of the state is 150 to 200 miles.</p> <p>California has a coastline 1,264 miles long</p> <p>At 14,495 feet, Mt. Whitney in Sequoia National Park is the highest point in the contiguous United States.</p> <p>Badwater in Death Valley National Park, at 282 feet below sea level, is the lowest elevation point in the United States.</p> <p>California has three active volcanoes: in the Cascade Mountain range are Mt. Lassen (elevation 10,457 feet), a plug-dome volcano surrounded by volcanic hot springs; and Mt. Shasta (elevation 14,162 feet), which is characterized by strong granite peaks; and Mt. Mammoth (elevation 11,000 feet), found in the Sierra Nevada, offers fantastic skiing.</p> <p>The US's 11th National Marine Sanctuary extends along California's coast from just north of the Golden Gate south past Big Sur to San Simeon in Monterey County. The Monterey sanctuary encompasses 5,312 square miles (4,024 square nautical miles), making it the largest marine sanctuary in the United States.</p> <p>The San Francisco Bay is the largest natural harbor and estuary on the west coast.</p> <p>California has more than 420 recreational lakes. The largest natural lake, Clearlake, often referred to as "The Bass Capital of the West," has 43,000 acres of surface area and a shoreline of 100 miles, at an elevation of 1,320 feet.</p>
Name	<p>There is much interesting dispute about the origin of the name of California (even John Steinbeck discusses it in his book Log from the Sea of Cortes), but it is believed to originate from the Spanish word <i>cala</i> that means <i>ensenada</i> and the latin form <i>mix</i> that means vault. It refers to the natural arched structure that still is seen in Cabo San Lucas in Baja California, Mexico.</p> <p>Today the name California is applied to the Baja California Peninsula, the Gulf of California (also known as the Sea of Cortés), the U.S. State of California, and the Mexican states of Baja California and Baja California Sur</p>
Population	The total state population is estimated at 34,336,000 which is a little

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	more than the total population of Canada.
Language	English. Spanish is also widely spoken.
Currency	US Dollar. Today's rate (as at 3 Jan 2009) is \$CDN = 82 cents US
Tipping	The custom of tipping is a common practice in California: 15% to 20% for waiters; 10% to 15% for taxi drivers; \$1 per bag for bellmen. Occasionally gratuities are automatically added to restaurant checks, but not usually.
Clothing	Clothing styles in California are as varied as the seasons and region of the state. Styles of dress ranging from comfortable and casual to elegant and stylish. Air conditioning is a way of life during California summers, making all clothing comfortable indoors. In winter, you will need warm clothing for the evenings.
Documentation	Passports are now required for Canadian visitors arriving by air; currently Canadians only require a birth certificate and drivers license if driving across the border, but a Passport is still strongly recommended and will become mandatory in June 2009
Time zone	California is in the Pacific Time Zone (EST minus 3 hours). The state observes daylight saving time. In 2008, daylight time began on March 9 and ended on November 2.
Health	Excellent services available but ensure that you have travelers health insurance as health costs in the US can be very high
Safety tips	California is relatively safe for the tourist. One should use the same precautions as when traveling anywhere - try not to travel alone and avoid deserted areas at night. An unscientific survey indicates that the biggest issue on the minds of would-be visitors to California is earthquakes, but the incidence of earthquakes is far surpassed by the paranoia. Major quakes are rare, and they're localized enough that it is highly unlikely you will ever feel one.

CLIMATE	
General climate	<p>California has a Mediterranean-type climate that is characterized by general sun and warmth with rain mainly in the winter. Climate does vary greatly based on distance from the ocean and elevation. There are five main climatic zones which exist in the state.</p> <p>Coastal climate: This area contains most of the state's population. It varies greatly up and down the coast.</p> <p>Desert climate: Characterized by great daily and annual variations in temperature with very little rainfall.</p> <p>Foothill climate: 1,000 to 3,000 ft. in elevation with climate similar to valley regions but with more rain and less fog.</p> <p>Mountain climate: This is the sole region for heavy snow, accented with fairly cold winters and bright, sunny summers.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Valley climate: Characterized by high temperature and low humidity in the summer and low temperature and high humidity in the winter. Both the Sacramento and San Joaquin Valleys exhibit this type of climatology.</p> <p>Rainfall varies from 80 inches in Del Norte County (North Coast) to as low as 3 inches in Imperial County (Desert).</p>
Today's weather	Los Angeles: 16 Centigrade and sunny (3 Jan 2009)
Best time to visit	<p>California is a year-round travel destination, with weather that will please everyone from snowbirds to sun worshippers. The best time to visit really comes down to what you want to do and what you want to see.</p> <p>Most people visit California between mid-June and August. It's summertime! Summer in California is undeniably delicious, but there are some things to consider: The state's top attractions and parks can be very crowded with visitors paying top dollar for lodging and waiting in long lines for popular sites. That said, it's never hard to hop off the beaten path and have forests, fields and even beaches all to yourself. If you're planning on visiting the Sierra Nevada high country, you have no choice but to wait until summer: roads above 8000ft (2450m) are often closed until late June or early July.</p> <p>Spring (March through early May) is a marvelous time to visit California. Although it can still be cold at higher elevations, temperatures are comfortable throughout much of the state. The hillsides are green, the air is fresh, and wildflowers are blooming. During these months, you'll also encounter shorter lines and better deals: Many of the state's top tourist attractions are still operating at a slower pace, and hotels often charge low-season rates until June. California's desert areas are much more pleasant during spring than they are during the scorching heat of summer.</p> <p>Fall (September through November) is another good time to beat the crowds, and it can be an especially beautiful time to see Northern California and the state's wine regions. San Francisco, often shrouded in fog all summer long, sees some of its sunniest days during its "Indian Summer," which generally lasts from September through October. If you plan to ski, visit between December and February, when the Sierra Nevada almost always has snow. It's not uncommon for ski resorts to open by late October, but the snow is rarely as good as it will be later in the season. Lift lines are mobbed between mid December and the first week of January, when everyone hits the slopes during their holiday break</p>

GETTING AROUND	
Flying time	4.5 to 5.5 hours from Toronto and Montreal to Los Angeles on direct flights.

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Air Canada and WestJet serve Los Angeles from Canada – check out their websites at www.aircanada.com and www.westjet.com</p> <p>All major U.S. carriers serve the San Francisco (SFO), Sacramento (SMF), San Jose (SJC), Los Angeles (LAX), John Wayne (Orange County; SNA), and San Diego (SAN) airports. They include American (tel. 800/433-7300; www.aa.com), America West (tel. 800/235-9292; www.americawest.com), Continental (tel. 800/525-0280; www.continental.com), Delta (tel. 800/221-1212; www.delta.com), JetBlue (tel. 800/538-2583; www.jetblue.com), Northwest (tel. 800/225-2525; www.nwa.com), Southwest (tel. 800/435-9792; www.southwest.com), United (tel. 800/241-6522; www.united.com), and US Airways (tel. 800/428-4322; www.usairways.com).</p>
Cities	<p>The five biggest cities with their populations are: Los Angeles 3,823,000 San Diego 1,277,200 San Jose 923,600 San Francisco 801,400 Long Beach 457,600</p>
Distances	<p>San Francisco to Los Angeles: 385 miles Los Angeles to San Diego: 124 miles</p>
Ferries	<p>Santa Catalina Island: an excursion to Santa Catalina Island, with its clean air, crystal-clear water, and the blissful absence of traffic, is highly recommended. In fact, there isn't a single traffic light on "The Island of Romance." Conditions like these can fool you into thinking that you're miles away from the hustle and bustle of the city, but the reality is that you're only 22 miles off the Southern California coast and still in L.A. County. The most common way to get to and from the island is on the Catalina Express ferryboat (www.catalinaexpress.com), which operates up to 30 daily departures year-round from Long Beach, San Pedro, and Dana Point. High-speed catamarans make the trip in about an hour. Round-trip fares are \$59 for adults, \$53 for seniors 55 and over, \$46 for children ages 2 to 11, and \$4 for infants.</p>
Trains	<p>Amtrak (tel. 800/USA-RAIL; www.amtrak.com) connects California with about 500 American cities, and thence to Canadian cities such as Montreal and Toronto. Amtrak also operates up and down the California coast, connecting San Diego, Los Angeles, San Francisco, and points in between. Multiple trains depart each day, and rates fluctuate according to season and special promotions. One-way fares for the most popular segments can range from \$17 (L.A.-Santa Barbara), to \$32 (L.A.-San Diego), to \$46 to \$78 (San Francisco-L.A.). Trains dedicated to certain themes and in specific locales, such as the Shasta Sunset Dinner Train or the Napa Valley Wine Train, also offer a sneak peek into niches across California.</p>
Car Rental	<p>California is one of the cheapest places in the United States to rent a car. The best-known firms, with locations throughout the state and at most major airports, include: Alamo (tel. 800/462-5866; www.alamo.com), Avis (tel. 800/230-4898;</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>www.avis.com), Budget (tel. 800/527-0700; www.budget.com), Dollar (tel. 800/800-3665; www.dollar.com), Hertz (tel. 800/654-3131; www.hertz.com), National (tel. 800/227-7368; www.nationalcar.com), and Thrifty (tel. 800/847-4389; www.thrifty.com). Many rental agencies have begun offering a variety of essential or just helpful extras, such as cellphones, child seats, and GPS devices – the latter is invaluable in the larger cities.</p> <p>Another way to tour California — and a fun one at that — is by motor home (RV). Both El Monte RV and Cruise America rent motor homes in several sizes.</p>
Buses	<p>Greyhound is the USA's primary bus company, and it travels all over California, from Canada to the south side of the Mexican border. You can also get to many national parks, including Yosemite and Big Sur, on public buses.</p>
Coach Tours	<p>Several Canadian based coach tour operators offer tours in California, providing relaxed and stress-free ways of seeing the highlights of the state. Particularly recommended are: Insight Vacations, Trafalgar Tours, Collette Vacations, DeNure Tours, Hanover Holidays, Cosmos and Globus.</p>
Passes	<p>The Visit California website has lots of great money-saving deals and coupons on offer at: http://www.visitcalifornia.com/modules/funspots.aspx</p>

FEATURED DESTINATIONS	<p>Sonoma County Located 30 miles from San Francisco, Sonoma County is America's premier wine, spa and coastal destination, featuring more than 250 wineries, over 100 organic farms, and 50 miles of stunning Pacific coast. Must Sees:</p> <ul style="list-style-type: none"> • Farm to Fork Restaurants such as ZaZu where they have their own garden and raise some of their own animals and source local seafood • Rugged Northern California Beaches • Outdoor Adventures- kite flying, hiking, and lake activities • World Class Wines- Kendall Jackson for great wine and food paring and culinary garden • Breweries- Lagunitas, Russian River Brewing Company • Spa and Wellness- a wide variety of destination spas and wine country themed treatments <p>San Francisco San Francisco is often called "Everybody's Favourite City," a title earned by its scenic beauty, cultural attractions, diverse communities, and world-class cuisine. Measuring 49 square miles, this very walk-able city is dotted with landmarks like the Golden Gate Bridge,</p>
------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



cable cars, Alcatraz and the largest Chinatown in the United States. A stroll of the city's streets can lead from Union Square to North Beach to Fisherman's Wharf, with intriguing neighborhoods to explore at every turn. Views of the Pacific Ocean and San Francisco Bay are often laced with fog, creating a romantic mood in this most European of American cities.

Must Sees:

- California Academy of Sciences- "Scientists in Training" program is great for families
- Golden Gate Park- have tea at the beautiful Japanese Tea Garden
- Exploratorium
- Ferry Building- gourmet wine and food products and farmers markets on Tuesdays and Saturdays, rub elbows with local chefs while the buy produce for the week
- Great Restaurants- "Dine About Town" Jan 12-31
- Golden Gate Bridge- walk or bike across the famous bridge
- Museums- De Young Museum, Asian Art Museum, Contemporary Jewish Art Museum, San Francisco Museum of Modern Art (SFMOMA)
- Nightlife
- Going green- ride a cable car
- Alcatraz- take the night tour, which offers an added spooky side to your tour with an added bonus of great views of the SF skyline from the bay
- Shopping at PIER 39- buy great souvenirs and watch the famous California Sea Lions basking in the sun
- Shopping in Union Square

Santa Barbara

There is so much to do in Santa Barbara that you simply will not be able to try it all in one visit. The good news is that no matter what you choose to do, you'll have a wonderful time doing it here. The dining is outstanding, the shopping superb and the artistic and cultural scene world-class. The beaches are spectacular and the recreational options limitless. Santa Barbara has endless fun for families and a truly wonderful wine country.

Must Sees:

- Camping in El Capitan Canyon
- Channel Islands for sea kayaking
- Shopping on State Street
- Go Car-Free
- Spas and wellness
- Wine Country- take a self-guided Sideways tour of wine country (You can download this off of Santa Barbara CVB Web Site)

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Long Beach Long Beach is where the action begins and the fun never ends. From the regal Queen Mary and spectacular Aquarium of the Pacific to stirring Broadway shows, live music venues and hundreds of exclusive dining destinations--all centrally located. Airport-close, a brief and pleasant cruise away from Catalina Island and a short distance from Disneyland, Universal Studios Hollywood and everything Southern California has to offer--Long Beach is the perfect destination! Must Sees:</p> <ul style="list-style-type: none"> • Queen Mary- Take a historical tour, spend the night, or take a paranormal tour • Aquarium of the Pacific • Belmont Shore
<p>Other Great California Destinations:</p>	<p>Shasta Cascade</p> <ul style="list-style-type: none"> • Rent a house boat • Lake Shasta Caverns • Whiskey Town Lake- outdoor recreation • Mount Shasta- renowned metaphysical community <p>Mendocino</p> <ul style="list-style-type: none"> • Point Cabrillo Lighthouse- stay overnight in the lighthouse keepers house that has been converted into a small inn • Russian Gulch Waterfall and hiking in many state parks • Horseback riding on the beach • Beautiful North Coast views • Wine tasting through the Anderson Valley <p>Napa</p> <ul style="list-style-type: none"> • Hot air ballooning with a champagne brunch • Napa Valley Wine Train • Chateau Montelana- visit the set of the movie Bottle Shock • World Class Wineries • French Laundry- if you are visiting for a special occasion and plan in advance, you could visit this famous restaurant, where dinner can run about \$250 per plate <p>Tahoe</p> <ul style="list-style-type: none"> • Emerald Bay and Eagle Falls • Beaches and Lake activities • Skiing and snow recreation • Hiking • Camping

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.

**Sacramento**

- Lodi wine country
- California Capital Building
- Sutters Fort
- Old Sacramento
- Delta King

Santa Cruz

- Beach activities
- Surfing- watch the surfers at Steamers Lane and visit the surfers memorial
- Santa Cruz Beach Boardwalk- make sure to make a stop at Marini's Candy
- Shopping and nightlife in downtown Santa Cruz
- Shopping in Capitola

Fresno

- Farm and Fruit Trails

Orange County

- Huntington Beach (surf city USA)- watch surfers and go to the surfing museum
- Disneyland and CA Adventure
- Anaheim Garden Walk

Los Angeles

- LA LIVE- Grammy Museum
- Universal Studios
- Hollywood
- Shopping and celebrity watching on Rodeo Drive
- Santa Monica Pier

San Diego

- Gas Lamp Quarter
- San Diego Zoo and the Wild Animal Park
- Balboa Park
- Old Town Trolley- hop on and off tour of the city
- SeaWorld

Temecula

- Wine country
- Hot air ballooning
- Shopping in Old Town Temecula

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	Palm Springs <ul style="list-style-type: none"> • Hot springs • Shopping at the Cabazon Outlets • Palm Springs Aerial Tramway to the Mt. San Jacinto- if you visit in the winter and there is snow, you can cross country ski • Desert Jeep tours to Joshua Tree • Living Desert • Indian Casinos
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

TARGET GROUPS	
Families	<p>San Francisco: The City by the Bay will entertain every member of the family. If you're traveling with kids, ride the cable cars that "climb halfway to the stars," visit the Exploratorium, the Metreon, the zoo, the ships at the National Maritime Museum, Golden Gate Park, and more.</p> <p>Lake Tahoe: Lake Tahoe has fun activities galore for families: skiing, snowboarding, hiking, tobogganing, swimming, fishing, boating, water-skiing, mountain biking, and so on. The possibilities seem endless.</p> <p>Yosemite National Park: Camping or sleeping in a cabin in Yosemite is one of California's top family attractions. Sites lie scattered over 17 campgrounds, ringed by the Sierra Nevada. By day, families can pack their schedule with hiking, bicycling, white-water rafting, scaling snowy peaks, and more.</p> <p>Santa Cruz: This funky bayside town has the stuff of an ideal family trip: surfing, sea kayaking, hiking, fishing, and shopping. And those fantastic beaches and the legendary amusement park on the boardwalk will please travelers of all ages.</p> <p>Monterey: It's been called "Disneyland-by-the-Sea" because of all its tourist activities, including those on Cannery Row and Fisherman's Wharf. The state-of-the-art Monterey Bay Aquarium, however, is a class act, the best in the world.</p> <p>Disneyland Resort: The "Happiest Place on Earth" is enhanced by its sister theme park, Disney's California Adventure. Whether you're wowed by the animation, thrilled by the coasters, or interested in the history and secrets of this pop-culture juggernaut, you won't leave disappointed. Get a FASTPASS to skip those long lines!</p> <p>San Diego Zoo, Wild Animal Park and SeaWorld: San Diego boasts three of the world's best animal attractions. At the zoo, animals live in</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>naturalistic habitats, and it's one of only four zoos in the U.S. with giant pandas. At the Wild Animal Park, most of the 3,500 animals roam freely over an 1,800-acre spread. And SeaWorld, with its water-themed rides, flashy animal shows, and detailed exhibits, is an aquatic wonderland of pirouetting dolphins and 4-ton killer whales with a penchant for drenching visitors.</p>
Teens	<p>Hot-Air Ballooning over Napa Valley: Sure, you have to rise at dawn to do it, but drifting over the Napa Valley's vineyards in a balloon is the best way to view the verdant, undulating hills, meticulously striped with vines and bordered by mountains. Flights run in the morning on clear days, when the air is calm and cool. You can book a trip through your hotel or with Bonaventura Balloon Company (tel. 800/FLY-NAPA) or Adventures Aloft (tel. 800/944-4408).</p> <p>Rafting Scenic Northern California Rivers: You can white-water raft through thrilling cascades of raging Class IV waters or float tranquilly under blue skies, through deep forests, past all sorts of wildlife.</p> <p>Exploring a Real Gold Mine: Don your hardhat, "tag in," board the mine shuttle, and experience what it's like to be a gold miner. The Sutter Gold Mine tour company (tel. 866/762-2837) takes you deep into a mine that's loaded with gold deposits. You'll have the chance to sluice for some real gold.</p> <p>Taking a Studio Tour: Studio tours are an opportunity to see the actual stage sets for shows such as ER and The West Wing, and you never know who you're going to spot emerging from his or her star wagon.</p> <p>Visiting Venice Beach's Ocean Front Walk: You haven't visited L.A. properly until you've rented some skates in Venice and taken in the human carnival around you. Nosh on a Jody Maroni's haute dog; buy some cheap sunglasses, silver jewelry, or ethnic garb, and relish the wide beach, blue sea, and performers along the boardwalk.</p>
Romance	<p>Romance is often best when it follows an unconventional path, so a 4 day trip beginning in Lodi, 35 miles south of Sacramento, is the perfect romantic getaway. Although grapes have been grown in the area since the 1850s, the local wines have been gaining national and international attention in recent years, making Lodi a premier wine destination. The area is far less crowded than California's more famous wine regions. In nearby Stockton, you can bicycle through tree-lined streets and toast your day with a microbrew. Then enjoy the Sacramento River Delta, with its tucked-away small towns.</p>
Seniors	<p>Wine Tasting in Napa or Sonoma: You don't have to be a connoisseur to appreciate a day or two on the wine trail. All you need is a decadent</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>streak and a designated driver. Sniff and sip at a few wineries, take in the bucolic views, and see why this region is not only one of the country's hottest destinations, but also a place to sample some of the world's best wines right at the source.</p>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

UNIQUES	
Surprising	<p>Catch up with our vacationing Canada geese at the Salton Sea Wildlife Refuge (tel. 760/348-5278), which is rich not only with Canada geese, but also snowy egrets, snow geese, and pelicans.</p> <p>As of 2006, California's GDP is larger than all but eight countries in the world!</p>
History	<p>1542 The Portuguese-born sailor, Juan Rodriguez Cabrillo, became the first European to explore California, landing at San Diego on September 28 in 1542. He went on to discover the Catalina Islands, the sites of San Pedro and Santa Monica and the Santa Barbara Channel Islands. The site of Cabrillo's first landing in California was made a national monument in 1913.</p> <p>1579 Sir Francis Drake landed north of San Francisco Bay and claimed the territory for England.</p> <p>1769 San Diego De Alcala, the first of 21 missions established by Franciscan padres under the leadership of Father Junipero Serra, was founded. The missions extend along a 650-mile trail, the El Camino Real, from San Diego to Sonoma. Spanish explorer Gaspar de Portola (1723-86) led expedition from Mexico to establish settlements in Alta California; he arrived in San Diego on June 29th and on November 2, they reached San Francisco Bay. As commander, Portola served as Alta California's governor from March 1769 to July 1770.</p> <p>1821 The Russian trading post, Fort Ross, was completed near Bodega Bay, enabling the Russians to further explore the northern California coast as they continued hunting for fur seals and sea otters.</p> <p>1846 The Bear Flag Revolt achieved California's independence from the rule of Mexico. The flag used in this revolt is now the State flag.</p> <p>1848 California became a U.S. holding with the Treaty of Guadalupe, which ended the Mexican War. James Marshall discovered gold at Sutter's sawmill in Coloma in January 1848, along the south fork of the American River, thus kicking off the famous Gold Rush of 1849 from whence the term "49ers" was coined.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>1850 California was admitted into the Union as the 31st state on September 9, 1850.</p> <p>1860 California's famous mail courier service, the Pony Express, followed a route which began in Missouri and ended in Sacramento, California. The trips, lasting more than ten days depending on weather conditions, were the first of a kind connecting California's communication system with the Midwest. Riders changed mounts at postal stations which were 15 miles apart. The fastest delivery was a trip in six days, delivering the news of President Abraham Lincoln's assassination.</p> <p>Late 1800's The trans-continental railroad system was established with funding from the "Big Four," a group of men whose economic influence helped shape California's industrial industry--Charles Crocker, Mark Hopkins, Collis P. Huntington, and Leland Stanford. The system included tracks throughout California's Sierra Nevada region as well as connecting New Mexico, Colorado, Arizona, Mexico, Utah, and Nevada for mining and travel opportunities.</p>
Books	<p>Frommer's California 2009 has just been published (22 December 2008) and is the guide that I took with me on my trip to California last week.</p> <p>I am also currently reading John Steinbeck's "Log From the Sea of Cortes" which is one of the great pieces of travel and literary writing about his 1940's trip from California USA to California Mexico.</p>
1000 Places to see before you die	<p>Many, many entries for this huge state, including:</p> <p>Death Valley National Park The Getty Center, Los Angeles Hollywood Monterrey Peninsula The Pacific Coast Highway San Francisco's Cable Cars California's Wine Country Yosemite National Park</p>
Must Sees	<p>The cities of San Francisco, Los Angeles and San Diego The stunning coastline from top to bottom The mountains, deserts and wine country...and so much more!</p>
SPORTS ACTIVITIES	<p>There are an amazing array of professional sports teams to watch in California:</p> <p>Major League Baseball: Anaheim Angels, Los Angeles Dodgers, Oakland Athletics, San Diego Padres, and San Francisco Giants. National Football League: Oakland Raiders, San Diego Chargers, and San Francisco 49ers.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Arena Football League: Los Angeles Avengers and San Jose Sabercats.</p> <p>National Basketball Association: Golden State Warriors, Los Angeles Clippers, Los Angeles Lakers, and Sacramento Kings.</p> <p>National Hockey League: Anaheim Mighty Ducks, Los Angeles Kings, and San Jose Sharks.</p> <p>Major League Soccer: Los Angeles Galaxy.</p>
Golf	<p>Golf is huge in the state and there are so many possibilities that I can only suggest that golfers search the www.VisitCalifornia.com website for your specific location. Here are the top four suggestions from our friends at Frommer's:</p> <p>Pebble Beach Golf Links: The famous 17-Mile Drive is the site of 10 national championships and the celebrity-laden AT&T Pebble Beach National Pro-Am. The nearby Pacific and a backdrop of the Del Monte Forest almost justify the astronomical greens fees.</p> <p>Poppy Hills (Pebble Beach): Golf Digest has called this Robert Trent Jones, Jr.-designed course one of the world's top-20. Cutting through the Del Monte Forest pines, it is kept in state-of-the-art condition. Unlike many competitors, it's rarely crowded.</p> <p>PGA West TPC Stadium Course (La Quinta): The par-3 17th hole has a tiny island where Lee Trevino made Skins Game history with a hole in one. The rest of Pete Dye's 7,261-yard design is flat with huge bunkers, lots of water, and severe mounding throughout.</p> <p>Torrey Pines Golf Course (La Jolla): Two 18-hole championship courses overlook the ocean and give players plenty of challenges - and distractions. In January, the Buick Invitational Tournament takes place here, followed in June by the 2008 U.S. Open. The rest of the year, these courses are open to everyone.</p>
Fishing	<p>In the far north, you can stand in the Smith River and hope that a world-record steelhead strikes your hand-tied fly. In Redding, and the Sacramento River that runs through it, you can find one of the world's top trout fisheries. Monster bass swim in Lake Casitas and Clear Lake, and along the San Joaquin River. Prefer the ocean? Cast a line from a pier or a beach, or from sport-fishing boats churning out of Crescent City, Monterey, Oxnard, and every harbor in between. California's coastal waters host salmon, seabass, yellowtail, and lingcod swirling beneath your line. Want big game? Try hooking into a sailfish off Catalina Island or hop aboard a long-range boat out of San Diego and head to legendary Mexican isles to fish for enormous bluefin tuna. Dangle a line and then see what rises.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



Hiking	<p>Who has not felt the urge, as John Muir put it, to “throw a loaf of bread and pound of tea in an old sack and jump over the back fence”? Succumbing to this impulse in California is as easy as it is fun. California offers just about any kind of hiking terrain you can imagine: desert oases, empty beaches, lava moonscapes, tidal estuaries with world-class bird-watching, and untouched snowfields where you can lay down the first snowshoe tracks. If you like mountains, try Mt. Whitney or other peaks in Muir’s beloved Sierra Nevada, or Mt. Shasta in the Cascades. You could disappear for months on the Pacific Coast Trail, which snakes the length of California, rarely leaving a national park or forest. Or maybe you’d prefer a serene redwood grove. Want to stay close to the back fence? Within Los Angeles, you’ll find trails where you can look out on a sea of winking city lights while listening to coyotes howl.</p>
Cycling	<p>Cycling is a great way to see California, and cyclists will quickly realize that California motorists are becoming increasingly conscientious of peddlers. Group rides and cycling events are a great way to meet locals, and a fun way to see places without having to navigate unfamiliar terrain on your own.</p> <p>Most major cities have bicycle rentals for folks who don't want to bring their own. Another option is purchasing a used bike through online classifieds such as Craigslist (which usually has loads of bikes for sale). There are plenty of resources online, and a great place to start your research is the website of the California Bicycle Coalition. If you're spending time in the Los Angeles area, check out Los Angeles Bike Paths for the best areas to ride, or Los Angeles County Bicycle Coalition for upcoming cycling events. For information and resources in San Francisco, see the San Francisco Bicycle Coalition.</p>
Wintersports	<p>Let it snow, let it snow, let it snow! From the northern tip of California, practically all the way to the Mexican border, California offers superb snow activities. Hundreds of miles of white-capped mountains provide unparalleled opportunities for skiing, snowboarding, snow tubing, skating, snow climbing - even sleigh riding. For more information on California’s ski and snowboard resorts, lessons, cross-country skiing options, trip planning assistance, and much more - be sure to start with the California Ski Industry Association, but don't forget to check out excellent regional resources such as the Lake Tahoe Visitors Authority, the North Lake Tahoe Visitors Bureau, or the Mammoth Lakes Visitors Bureau.</p> <p>California boasts elite downhill skiing and boarding. While the focal point is the Lake Tahoe area, you can find great runs at Mt. Shasta, Mammoth Mountain and even on the Southern California slopes.</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



The Lake Tahoe Ski Area is packed with dozens of world-class resorts. The High Sierras' varied terrain offers plenty of challenges for the beginner on up to the black diamond enthusiasts. One Tahoe favorites is Squaw Valley, home of the 1960 Winter Olympics. Squaw Valley also offers a twist on traditional skiing – night riding! Visitors can take to the slopes under a specially-made floodlight system. In 1983, when Walt Disney helped choose where to place the first chair lift in California, he chose Sugar Bowl, near Donner Summit – a place of precipitous peaks, steep narrow chutes and wide open bowls. But that's just a start—whatever your fancy, from luxury digs to shredder casual, you can find it here.

In South Lake Tahoe, **Heavenly, Kirkwood, and Sierra-At-Tahoe** are mountain resorts well worth a visit. If you find yourself headed to the north side of Lake Tahoe, you will find Northstar, Sugar Bowl, Mt. Rose, Alpine Meadows, and Boreal, among others. Visitors to Mt. Rose will be starting from Tahoe's highest base, and heading into 1,200 acres of some of Tahoe's best powder.

From **Bear Valley to Mammoth Mountain**, the Central Sierras offer outstanding snowboarding and skiing. Families flock to the Stanislaus National Forest, home to Bear Valley and Dodge Ridge. South of Yosemite, Mammoth Mountain is the favorite snow getaway with over 3,500 acres of steep chutes, open bowls and well-groomed trails. Offering "pure mountain fun," Mammoth provides endless possibilities for a winter getaway.

North and South of the Sierras, California boasts challenging downhill terrains and full-service resorts. **Mt. Shasta**, at 14,162 feet, looms over California's northern reaches and throughout the winter, snowboarders and skiers flock to the Mt. Shasta Ski Park. While, just a few hours from Los Angeles and San Diego, resorts in the San Bernardino National Forest offer unmatched terrain at the **Snow Summit and Bear Mountain** resorts. With over 150 jumps, ranging from spines, tables, hips, gaps, transfers, cheese wedges, rollers and bumps, Bear Mountain is the place to learn them all.

CULTURE	
Arts	The Old Globe Theatre (San Diego; tel. 619/234-5623): This Tony Award-winning complex of three theaters has launched Broadway hits such as Dirty Rotten Scoundrels, The Full Monty, and Into the Woods, and regularly features major film and TV actors in its casts. Since its founding more than 70 years ago, the Globe has been associated with the works of William Shakespeare; the outdoor summer Shakespeare

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Festival features three of the Bard's plays in nightly rotation. The Los Angeles County Museum of Art (LACMA) welcomes an unprecedented exhibition that reunites approximately 150 of the best works from the media tycoon's vast and varied holdings. William Randolph Hearst (1863-1951) remains one of the most flamboyant art-collectors of all time. He assembled a massive collection that was largely dispersed and sold during a liquidity crisis in the 1930s. The most important aspects of William Randolph Hearst's activities as a collector will be represented in LACMA's exhibition, including his particularly strong collections of arms and armor, silver, and Renaissance tapestries. The exhibit will run through February 1, 2009 www.lacma.org</p> <p>The American Conservatory Theater (San Francisco; tel. 415/749-2-ACT): The A.C.T. is one of the nation's leading regional theaters - the American equivalent of the British National Theatre, the Berliner Ensemble, or the Comédie Française in Paris.</p>
Music	<p>The San Francisco Opera (tel. 415/864-3330): The first municipal opera in the U.S., with world-renowned productions and members, performs at the War Memorial Opera House, modeled after the Opéra Garnier in Paris. The season opens with a gala in September and runs through December.</p> <p>The San Francisco Symphony (tel. 415/864-6000): The symphony is such a hot ticket, it's hard to get a seat in advance. If your concierge doesn't have any tricks up his sleeve, you can try to buy tickets at the door or from someone attempting to sell his at the last second.</p> <p>The Monterey Jazz Festival (tel. 831/373-3366): The third weekend of September, the Monterey Fairgrounds draws jazz fans from around the world. The 3-day festival, known for the sweetest jazz west of the Mississippi, usually sells out a month in advance.</p> <p>The Hollywood Bowl (Los Angeles; tel. 323/850-2000): This iconic outdoor amphitheater is the summer home of the Los Angeles Philharmonic, a stage for visiting virtuosos - including the occasional pop star - and the setting for splendid fireworks shows.</p> <p>Festival of Arts/Pageant of the Masters (Laguna Beach): These events draw crowds to the Orange County coast every July and August. Begun in 1932 by a handful of painters, the festival has grown to showcase hundreds of artists. In the evening, crowds marvel at the Pageant of the Masters' tableaux vivants, in which costumed townsfolk pose inside a giant frame and depict famous works of art, accompanied</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	by music.
Films	<p>Hollywood is of course where films truly began and is still the heart of the industry today. Plan to take a Studio Tour to see where movie magic is being made. Studio tours are an entertaining opportunity to see the actual stage sets for shows such as ER and Desperate Housewives (sometimes during filming), and you never know who you're going to see emerging from his or her Star Wagon.</p> <p>Buy a "Map of the Stars' Homes" from one of the many streetside vendors and have fun tracking down the splendid abodes of the stars. And of course you have to track down your favourite stars' stars on the Hollywood Walk of Fame on Hollywood Boulevard!</p>
Museums	<p>There are literally hundreds to choose from in almost every community. Here is a top museum list from Frommer's:</p> <p>The de Young Museum (San Francisco): The city's oldest museum was rebuilt from the ground up, and in late 2005 debuted as one of San Francisco's top attractions. Anchored in beautiful Golden Gate Park, surrounded by stunning flora, and shimmering in its fabulous copper exterior, it has a fantastic collection of American paintings, decorative arts and crafts, and arts from Africa, Oceania, and the Americas. Topping it off is a tower with great city views and a surprisingly good cafe with outdoor tables overlooking the sculpture garden.</p> <p>The Exploratorium (San Francisco): The hands-on, interactive Exploratorium boasts 650 exhibits that help show how things work. You'll use all your senses and stretch them to a new dimension. Every exhibit is designed to be useful.</p> <p>California State Railroad Museum (Sacramento): Old Sacramento's biggest attraction, the 100,000-square-foot museum was once the terminus of the transcontinental and Sacramento Valley railways. It displays dozens of locomotives and railroad cars, among other attractions.</p> <p>Getty Museum at the Getty Center (Los Angeles): Designed by Richard Meier and completed in 1997 to the tune of \$1 billion, the Getty Center is a striking, starkly futuristic architectural landmark, with panoramic views of the city and ocean. The building itself is enough reason to visit, but so is the permanent collection, the crown jewel of which is Van Gogh's "Irises," which the museum paid \$54 million to acquire.</p> <p>Petersen Automotive Museum (Los Angeles): This museum is a natural for Los Angeles, a city whose personality and history is so</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>entwined with the popularity of the automobile. Impeccably restored vintage autos are displayed in life-size dioramas accurate to the last period detail (including an authentic 1930s-era service station). Upstairs galleries house celebrity vehicles, car-related artwork, and exhibits.</p> <p>The Museum of Contemporary Art San Diego: In 2007, San Diego's internationally respected contemporary art museum opened its third space, transforming a portion of the historic downtown train station into the city's newest cultural icon. Together with its other downtown annex and the flagship space that overlooks the ocean in La Jolla, MCASD stake its claim as the boldest, most important museum in San Diego.</p>
Festivals	<p>From wine and art to kinetic sculpture races to some of the best music festivals in the world, California has an array of events year round for you and your family. From the Rosebowl in Pasadena to the Oscars in Hollywood...Go to the events section of the www.VisitCalifornia.com website for all the information on specific events.</p>

ATTRACTIONS	
Beaches	<p>With over 2000 km of coastline, California has the beach for you! Some suggestions:</p> <p>Sonoma Coast State Beaches: Stretching 10 miles from Bodega Bay to Jenner, these sands draw 300 bird species. Look for osprey from December to September, seal pups from March to June, and gray whales from December to April.</p> <p>Santa Cruz's Beaches: Santa Cruz has 29 miles of beaches, varied enough to please surfers, swimmers, fishers, sailboarders, the sand-pail-and-shovel set, and the bikini-and-biceps crowd. For starters, walk down the steps from the famous Santa Cruz Beach Boardwalk to the mile-long Main Beach, complete with summer lifeguards and golden-oldie tunes drifting over the sand.</p> <p>Pismo Beach: Pismo's 23-mile stretch of prime beachfront has been an annual destination for generations of California families. Fishing, shopping, surfing, and renting dune buggies are just a few of the many outdoor activities here. Even dogs are welcome to play on the beach.</p> <p>Santa Barbara's East Beach: This wide swath of white sand hosts beach umbrellas, sandcastle builders, and volleyball games. On Sundays, local artists display their work beneath the palm trees.</p> <p>Malibu's Legendary Beaches: Zuma and Surfrider beaches inspired the 1960s surf music that embodies the Southern California coast</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>culture. Surfrider is home to L.A.'s best waves. Zuma is loaded with snack bars, restrooms, jungle gyms, and other amenities. The beach affords some of the state's best sunbathing, in front of the Malibu Colony, a star-studded enclave of multimillion-dollar homes.</p> <p>La Jolla's Beaches: "La Jolla" may be misspelled Spanish for "the jewel," but this is no mistake: The bluff-lined beaches here are among the state's most beautiful. Each has a distinct personality: Surfers love Windansea's waves; harbor seals have adopted the Children's Pool; La Jolla Shores is popular for swimming, sunbathing, and kayaking; while the Cove is a top snorkeling spot - and the best place to spot the electric-orange California state fish, the garibaldi.</p>
Flora and Fauna	<p>Whale watching: every year the Pacific Gray Whale migrates 6,000-10,000 miles to secluded lagoons in Mexico to breed and bear their young then journey back to their feeding grounds in the Bering Sea. Island Packers invites you to observe these magnificent animals as they pass through the waters of the Santa Barbara Channel. Half-day and all-day Whale Watching tours begin December 26th and continue through March.</p> <p>The largest trees in the world, a species of Redwood known as Sequoia gigantea, can be found in the Sierra Nevada. The oldest living thing in the world, the Bristlecone Pine tree, aged at nearly 5,000 years, can be found at an altitude of 11,000 feet in California. The tallest living thing in the world is the California Redwood found along the North and Central Coast area.</p> <p>Wilder areas of the state are home to mountain lions and desert rattlesnakes...and most things in between!</p>
Parks	<p>California has 4.1 million acres in National Park acreage and 1.3 million acres in State Park acreage.</p> <p>Redwood National and State Parks: Acres of inconceivably massive redwood trees, up to 350 feet tall, tower over thick, lush, oversized ferns, mosses, and wild orchids in the old-growth forests along the Northern California coast. Walking through these groves is an unforgettably humbling, serene experience.</p> <p>Point Reyes National Seashore: This extraordinarily scenic stretch of coast and wetlands is one of the state's best bird-watching spots for waterfowl, shorebirds, songbirds, osprey, and red-shouldered hawks. You might even catch a glimpse of a whale from the Point Reyes Lighthouse.</p> <p>Lake Tahoe: One of the world's most magnificent bodies of fresh water, sparkling Lake Tahoe contains close to 40 trillion gallons -- enough to</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>cover the entire state of California to a depth of 15 inches.</p> <p>Mount Shasta: The mighty volcano Mount Shasta, a solitary tower of rock and snow, rises thousands of feet above the valley floor. If you're fit, it makes for an exhilarating climb as well.</p> <p>Yosemite National Park: You're in for the ultimate treat at Yosemite. Nothing in the state - maybe even the world - compares to this vast wilderness and its miles of rivers, lakes, peaks, and valleys. With 3 of the 10 tallest waterfalls on earth, the largest granite monolith anywhere, and some of the world's largest trees, Yosemite is one of the most superlative natural places on the planet.</p> <p>Big Sur: Sloping redwood forests and towering cliffs pounded by the Pacific create one of the world's most dramatic coastal panoramas.</p> <p>Channel Islands National Park: This is California in its most virginal state. Paddle a kayak into sea caves; camp among indigenous island fox and seabirds; and swim, snorkel, or scuba dive tide pools and kelp forests teeming with wildlife. The channel waters are prime for whale-watching, and winter brings elephant-seal mating season, when you'll see them and their sea-lion cousins sunbathing on cove beaches.</p> <p>Joshua Tree National Park: You'll find awesome rock formations; groves of flowering cacti and gnarly, eerily beautiful Joshua trees; ancient Native American petroglyphs; and shifting sand dunes in this desert wonderland. If you choose to camp here, you'll sleep under a brilliant night sky.</p> <p>Anza-Borrego Desert State Park: California's largest state park attracts most of its visitors during the spring wildflower season, when a kaleidoscopic carpet blankets the desert floor. Others come year-round to hike more than 100 miles of trails.</p> <p>Torrey Pines State Reserve: This pristine park is named for the rare, dramatic little species of pine that grows only here and on a tiny island off the coast. Eight miles of trails immerse hikers into a delicate and beautiful coastal environment featuring mesas, canyons, and marshes. One of San Diego's best beaches awaits at the foot of the sandstone cliffs</p>
Gardens	<p>Botanical Building and Lily Pond, San Diego: This serene park within Balboa Park in central San Diego is a favorite hideout for locals and visitors alike. Ferns, orchids, impatiens, begonias, and other plants - about 2,100 tropical and flowering varieties, plus</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	rotating exhibits - are sheltered beneath a domed lath house. The graceful 250-foot-long building, part of the 1915 Panama-California Exposition, is one of the world's largest wood lath structures, and was given a complete renovation in 2002. Kids love the "touch and smell" garden and the smelly bog of carnivorous plants. The lily pond out front attracts sun worshipers, painters, and buskers.
National Monument	Breathtaking views mingle with the early history of San Diego, which began when Juan Rodríguez Cabrillo arrived in 1542. His statue dominates the tip of Point Loma, 422 feet above sea level, which is also a vantage point for watching migrating Pacific gray whales en route from the Arctic Ocean to Baja California (and back again) December through March. A self-guided tour of the restored lighthouse, built in 1855, illuminates what life was like here more than a century ago (fog and low clouds made the lighthouse ineffective, so another was built close to the water in 1891). This is also a great place to cool off from the summer heat.

OTHER ACTIVITIES	
Shopping	Shopping is an art form in California. Whether you're in search of the perfect cocktail dress or an authentic Mexican piñata, you'll find it here. Want to sample fresh produce? Try the farmers markets. Looking for a handmade ceramic bowl? Check out one of the many artist enclaves dotting the state. Simply looking for a great bargain on shoes? California has some of the largest outlet centres in the country. Or are you looking to indulge in the latest designer wear? Then head to the high-end shopping districts or malls.
Markets	<p>In 2003, San Francisco's favorite outdoor culinary fair moved to the Ferry Building Marketplace, where some of the best artisan food producers and restaurants have storefronts. Stop by to peruse the exceptional, abundant selection of gourmet shops and restaurants, or join the locals during open-air market days to feast on the freshest vegetables, fruits, and prepared foods from beloved restaurants.</p> <p>Grand Central Market (Los Angeles; tel. 213/624-2378): Fresh-produce stands, exotic-spice-and-condiment vendors, butchers and fishmongers, and prepared-food counters create a noisy, fragrant, vaguely comforting atmosphere in this L.A. mainstay. Prepared foods of every ethnicity are served at counters throughout the market, from chile relleno burritos (around \$2) to a complete Thai plate for under \$5.</p>
Nightlife	<p>California's cities pulsate with energy long after the sun has set. In fact, it's not until streetlights blink on throughout the metropolitan areas that some of the state's most dynamic venues - blues bars, comedy clubs, dance halls, martini lounges - spring to life.</p> <p>Some of the world's most famous musical acts - from the Beach Boys to</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Green Day and Chris Isaak to The Pointer Sisters and Glenn Campbell - got their start in California venues. Drop by a club - obscure or world renown - and who knows what up and coming star you may catch?</p> <p>To understand the history of music in San Francisco, check out the legendary Fillmore. It is simultaneously a music museum (take in the psychedelic posters advertising '60s-era shows by the Grateful Dead, the Doors, and Janis Joplin) and a rockin' venue where you can hear today's top acts.</p> <p>Or, to drink, dance, and hear bands rock the house, you can party with celebs and regular folks at the dim, loud, and intimate Viper Room in Los Angeles.</p> <p>Cuban, techno, salsa, hip hop, ballroom, contra dancing—the list goes on and on. Whatever type of dancing you crave, you can find it here. It stands to reason that because California has such a large and diverse ethnic mix, that the dancing choices are just as endless and exhilarating.</p> <p>Dance with LA's beautiful people to the newest DJ tracks at immense, Indonesian-themed Mood, while the glitterati bask in the glow of the bar area's hundreds of candles. Dust off your salsa shoes or catch a hot flamenco show at Café Sevilla found in Downtown San Diego's historic Gaslamp Quarter.</p>
Casinos	<p>There are many casinos throughout the state, mostly on First nation lands. Palm Springs is a neat place to combine casino excitement with scenic wonders of California's deserts and perfect weather for much of the year.</p>

CUISINE	
Food	<p>California is The Land of Wine and Food! It's a culinary paradise, home to the some of the finest winemaking regions and the world's top food producers. Californians have taken the state's bounty, multi-ethnic spirit and creative energy to shape a cuisine that is uniquely theirs — and now yours as well. The wine and food is fresh, local, organic, always innovative and always exciting.</p> <p>Serious foodies, wine enthusiasts, and other curious individuals should also make their way to The Land of Wine and Food to discover truly unique wine and food-related travel experiences through the eyes of real Californians and celebrated culinary pioneers.</p>
Wine	<p>In 1976 the wine world popped its cork in surprise when several little-known Napa Valley wines took top honors over a crowd of French competitors in a blind tasting in Paris. In the years since, California has become the fourth leading wine producer in the world with more than 2000 wineries spread across the state, from Napa and Sonoma to the Gold Country and the Inland Empire.</p> <p>World-class yes, but California wine is also fun and approachable—a</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>day spent winery hopping and picnicking with a group of friends is a California tradition.</p> <p>In 1966 the brand-new mission-style Robert Mondavi Winery was one of just 25 wineries in the Napa Valley. Today, there are some 225 wineries in the valley, but Mondavi is still among the most influential—and popular.</p> <p>Frey Vineyards is leading a trend to go beyond organic by becoming certified biodynamic, making the family-owned Redwood Valley winery a self-sustaining agricultural entity in harmony with the local ecosystem.</p>
Restaurants	<p>The Land of Wine and Food has every kind of gastronomic experience, from the most sophisticated to the simplest. Here are some ideas for you to start with, courtesy of our friends at Frommer's:</p> <p>Restaurant Michael Mina, 335 Powell St., Union Square (tel. 415/397-9222), is the place to go for Union Square fine dining. Dozens of fancifully presented small portions add up to a delightfully long, lavish meal. And then there's Restaurant Gary Danko, 800 North Point St., Fisherman's Wharf (tel. 415/749-2060), always a sure bet for a perfect contemporary French meal complete with polished service and flambéed finales.</p> <p>Chez Panisse (Berkeley; tel. 510/548-5525): This is the domain of Alice Waters, "the queen of California cuisine." Originally inspired by the Mediterranean, her kitchen has found its own style, captivating the imagination as well as the senses. Chez Panisse's delicacies include grilled fish wrapped in fig leaves with red-wine sauce, and Seckel pears poached in red wine with burnt caramel.</p> <p>Bistro Don Giovanni (Napa; tel. 707/224-3300): In this large, cheery Napa Valley dining room you can get an incredible Italian meal without a reservation. Just drop in and wait at the bar for a seat.</p> <p>Terra (Napa; tel. 707/963-8931): One of the state's best choices, this small restaurant affords its patrons intimacy, outstanding food by Hiro Sone (one of California's best chefs), great wine, heavenly desserts, and freedom from pretense.</p> <p>Restaurant 301 (Eureka; tel. 800/404-1390): A recipient of Wine Spectator's Grand Award, Mark Carter is passionate about food and wine, and it shows: His hotel restaurant is considered the best on the Northern Coast. Most of the herbs and many vegetables come fresh from the hotel's organic gardens. Indulge in the five-course fixed-price dinner menu; Carter pairs each course with an excellent wine, available by the glass, or as part of a wine flight.</p> <p>Erna's Elderberry House (Oakhurst; tel. 559/683-6800): Erna's shines</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



like a beacon across the culinary wasteland around Yosemite. The six-course menu, which changes nightly, is an ideal blend of Continental and Californian cuisine. Portions are bountiful, served in an elegant European setting.

bouchon (Santa Barbara; tel. 805/730-1160): With an intriguing seasonal menu derived from Santa Barbara County's wine country, this intimate restaurant (whose name means "wine cork") is hidden behind a shrubby portal in the heart of downtown. The food and service are impeccable, and an experienced staff stands ready to help coordinate by-the-glass (or even half-glass) wines for each course.

Grace (7360 Beverly Blvd., Los Angeles; tel. 323/934-4400): The best overall dining experience in Los Angeles. Iron Chef Neal Fraser was trained by America's finest chefs, and it shows (the foie gras served two ways is worth the trip alone). Sophisticated yet unpretentious, Grace is a splurge worth making.

The Hump (Santa Monica; tel. 310/313-0977): The chefs here are deadly serious about their sushi. Flown in daily from Tokyo's Tsukijii and Fukuoka fish markets in oxygen-filled containers, it's so fresh a sign at the entrance warns that the meat's still moving.

Koi (West Hollywood; tel. 310/659-9449): One of L.A.'s hottest restaurants has celebrities arriving nightly for addictive dishes such as baked crab rolls with edible rice paper. Koi is a killer combo of good feng shui and superb Asian fusion cuisine.

The Marine Room (La Jolla; tel. 858/459-7222): It has been around for 60-plus years, but chef Bernard Guillas keeps this senior citizen in tiptop shape. Those who come for the smashing beachside view (waves sometimes slam into the windows) may be surprised by the inventive, French-inspired food.

Dining on Dungeness Crab at San Francisco's Fisherman's Wharf: Eating fresh Dungeness crabmeat straight from the seafood vendors' boiling pots at the corner of Jefferson and Taylor streets is a classic San Francisco culinary experience.

A San Francisco Dim Sum Feast: No place this side of China does dim sum as well as San Francisco. Experience a taste of Hong Kong right at your table with a myriad of mysterious and exotic little dishes -- from dumplings and potstickers to salt-fried shrimp and ducks feet. At the city's best dim sum house, Ton Kiang (tel. 415/387-8273), you'll be

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



wowed by the variety of mysterious dishes. For downtown dim sum, the venerable Yank Sing (tel. 415/957-9300), offers an exotic edible surprise on every cart that's wheeled to your table.

A Decadent Meal in the Wine Country: The Wine Country is a better backdrop for indulgent dining than any other place in the state. Add the best wines and some of the nation's most talented chefs, and you've got the ultimate dining experience. Diners with deep pockets must reserve an evening meal at The French Laundry in St. Helena (tel. 707/944-2380). More moderately priced memories can be made at aforementioned Terra (tel. 707/963-8931).

Point Reyes Oysters: Drake's Bay Oyster Farm (tel. 415/669-1149) sells its farm-fresh oysters - by the dozen or the hundreds - for a fraction of the price you'd pay at a restaurant.

Samoa Cookhouse (Samoa; tel. 707/442-1659): When lumber was king in Northern California, cookhouses were the hub of Eureka. Here the mill men and longshoremen came to chow down on three hot meals before, during, and after their 12-hour workday. The Samoa is the last of the great cookhouses, and the food is still hearty, served up family style at long red-checkered tables; nobody leaves hungry.

A Gourmet Picnic at the Hollywood Bowl: What better way to spend a typically warm L.A. evening than under the stars with a picnic basket, bottle of wine, and some naturally amplified entertainment. Home of the Los Angeles Philharmonic, the Bowl hosts visiting performers ranging from chamber music quartets to jazz greats to folk humorists. The imposing white Frank Lloyd Wright-designed band shell always elicits appreciative gasps from first-time Bowl-goers.

Dates in the Coachella Valley: Some 95% of the world's dates are farmed here. While the groves of date palms make evocative scenery, it's their fruit that draws visitors to the National Date Festival in Indio each February. Amid the Arabian Nights Parade and camel races, you can feast on an array of plump Medjool, amber Deglet Noor, caramel-like Halawy, and buttery Empress dates. The rest of the year, date farms and markets sell dates from the season's harvest, as well as date milkshakes, date coconut rolls, and more.

Fish Tacos: These tasty treats migrated north from Baja California and were popularized in San Diego some 25 years ago by Rubio's Baja Grill. Now a sizable chain, Rubio's is still a reliable choice, but better yet are casual fish market/eateries like Point Loma Seafoods (tel.

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	619/223-1109), Blue Water Seafood Market and Grill (tel. 619/497-0914), and Bay Park Fish Co. (tel. 619/276-3474).
--	--------------------------------------------------------------------------------------------------------------------

MORE INFO	
Brochures	California Travel and Tourism Commission Address: 980 9th Street, Suite 480, Sacramento, CA 95814 Tel: 916-444-4429 Fax: 916-444-0410 E-mail: info@visitcalifornia.com
Useful Websites	<p>The most important website resource is: www.visitcalifornia.com</p> <p>For San Francisco: www.onlyinsanfrancisco.com 1-800-637-5196</p> <p>For Sonoma County: www.sonomacounty.com 1-800-576-6662</p> <p>For Santa Barbara: www.santabarbaraca.com 1-805-966-9222</p> <p>For Long Beach: www.visitlongbeach.com 1-800-452-7829</p> <p>San Francisco Prize Package:</p> <ul style="list-style-type: none"> - A three-night stay at the Grand Hyatt Union Square: www.grandsanfrancisco.hyatt.com - Two "Admiral's Passes" (choice of Champagne Brunch Cruise; Lunch Cruise; or Dinner Dance Cruise) on Hornblower Cruises: www.hornblower.com - A "Local Tastes of the City Tour" for two: www.sffoodtour.com - Bay City Bike Rental for two: www.baycitybike.com - Two tickets to the Muir Woods & Wine Country Tour and the "Total Yosemite Experience Tour" courtesy of Extranomical Adventures: www.extranomical.com - Two tickets to Beach Blanket Babylon: www.beachblanketbabylon.com - Two San Francisco CityPasses: www.citypass.com - Two round-trip BART passes from San Francisco: www.bart.gov - Cruisin' The Castro Street Tour for two: www.cruisinthecastro.com - San Francisco Bay Whale Watching for two: www.sfbaywhalewatching.com - Lunch for two at the Waterbar: www.waterbarsf.com - Two tickets to the new Contemporary Jewish Museum: www.thecjm.org <p>Sonoma County Prize Package:</p> <ul style="list-style-type: none"> - A three-night stay at a private wine country retreat from All Seasons

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	<p>Vacation Suites: www.allseasonsvacationsuites.com</p> <ul style="list-style-type: none"> - Free VIP tasting for 2 at Landmark Vineyards: www.landmarkwine.com - Family Wineries of Dry Creek Valley free tasting for 2 at 6 wineries: www.familywines.com - Free Wine Tasting Flight for 2 at Stonestreet Winery: www.stonestreetwines.com - Free tour and tasting at Simi Winery for 2: www.simiwinery.com - Free wine tasting for 2 at Seghesio Family Vineyards: www.seghesio.com - Free tasting for 2 at Kendall-Jackson Wine Center: www.kj.com - Free tasting at Paradise Ridge and 15% discount on wine purchases: www.prwinery.com <p>Santa Barbara Prize Package:</p> <ul style="list-style-type: none"> - A three-night stay at the Cheshire Cat Inn & Cottages: www.cheshirecat.com - Dinner for two with wine tasting flights at Pierre Lafond Bistro & Wine Bar: www.pierrelafond.com - Wine tasting for two at three wineries on the Urban Wine Trail in downtown Santa Barbara: Santa Barbara Winery, Jaffurs Wine Cellars and Oreana Winery: www.sbcountywines.com - \$25 gift card for Santa Barbara Shellfish Company: www.sbfishhouse.com <p>Long Beach Prize Package:</p> <ul style="list-style-type: none"> - A three-night stay at the Westin Long Beach: www.westin.com/longbeach - Two passes to the Aquarium of the Pacific: www.aquariumofpacific.org - Two passes to The Queen Mary: www.queenmary.com - Two passes to The Museum of Latin American Art: www.molaa.org - Dinner for two at The Sky Room: www.theskyroom.com - Lunch for Two at Gladstone's: www.gladstoneslongbeach.com - Two Hollywood CityPasses: www.citypass.com/city/hollywood
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

HOTEL PRIZE PARTNERS CFRB	<p>Grand Hyatt Union Square www.grandsanfrancisco.hyatt.com 345 Stockton Street, San Francisco, California, USA 94108 Tel: +1 415 398 1234 Fax: +1 415 391 1780</p>
Location	<p>On Stockton Street, with all San Francisco's delights beckoning from just outside the doors. Enjoy unequalled access to world-class shopping, Chinatown, museums, the theatre and the many famous landmarks of this vibrant metropolis, all just minutes away</p>

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



Accommodation	685 spacious rooms with Plush Grand Beds Generous Work Desk with Wi-Fi Stunning Views of City or Bay from Each Room
Activities	24-Hour Stay Fit at Hyatt Fitness Center Fitness Concierge Yoga Away™
Restaurants	Grandviews Restaurant Mezzanine Cafe Grandviews Lounge

HOTEL PRIZE PARTNERS CFRB	All Seasons Vacation Suites www.allseasonsvacationsuites.com Tel: 877-727-8182
Location	All Seasons Vacation Suites are located in the Sonoma County Wine Country towns of Healdsburg and Geyserville in the premier California Wine Country. Located one hour north of San Francisco's Golden Gate Bridge and the Oakland International Airport off California Highway 101, the Suites are one hour from the Napa and Sonoma Valleys, and an hour and 30 minutes from Sacramento.
Accommodation	All Seasons Vacation Suites are lovely homes and apartment suites in the Sonoma County Wine Country. These Healdsburg area suites are available by the weekend or by the week for discerning Wine Country visitors who desire delightful accommodations, a convenient location and privacy. Choose from suites just off the historic Healdsburg town plaza and within walking distance of a Mecca of fine dining, wine tasting rooms and shopping, a secluded river view property with tree enclosed hot tub, or a lovely cottage and studio in downtown Geyserville.
Activities	This is the heart of California's wine region – the possibilities are endless!
Restaurants	Numerous restaurants are close by.

HOTEL PRIZE PARTNERS CJAD	Cheshire Cat Inn & Cottages: www.cheshirecat.com 36 West Valerio Street, Santa Barbara, CA 93101 Tel: 805.569.1610 Fax: 805.682.1876
Location	In downtown Santa Barbara, just 5 minutes walk from restaurants, movies and shops
Accommodation	Romantic and cozy rooms, suites and cottages feature delightful décor and furnishings, some having in-room jacuzzis, fireplaces and patios.
Activities	Enjoy the flower-filled gardens amidst the historical ambience of two historical Queen Ann houses built in 1894.

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.



	Sparkling outdoor Jacuzzi Variety of spa treatments either in the privacy of your room or in the special spa cottage
Restaurants	Expanded continental breakfast mid-week and full breakfast at weekends Afternoon wine & hors d'oeuvre hour daily

HOTEL PRIZE PARTNERS CJAD	Westin Long Beach: www.westin.com/longbeach 333 East Ocean Boulevard, Long Beach, California 90802 Phone: (562) 436-3000
Location	Halfway between Los Angeles International Airport and Orange County Airport, The Westin Long Beach is renowned for both its convenience and beautiful location. Only a mile from the beach, and a few minutes from the new Aquarium of the Pacific, guests can experience the best of California.
Accommodation	Most of their 469 guest rooms and suites offer stunning harbor views. Each room boasts our signature Heavenly Bed, with a pillow top mattress and five pillows.
Activities	Outdoor Heated Pool (Seasonal) Westin Workout Gym
Restaurants	The Westin Long Beach features a restaurant and a lounge. At The Grill, guests can enjoy a diverse menu, along with specialty brunch presentations.

CURRENT DEALS	Just in time for Reading Week and March Break: Roundtrip flights are currently available from Toronto to Los Angeles with United and American for less than \$500 US Montreal to Los Angeles is available from \$525 US roundtrip with Northwest (one stop)
----------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

PERSONAL EXPERIENCES	I have just returned (1 st Jan 2009) from a trip to Southern California including Los Angeles (Hollywood, Beverly Hills, Venice Beach), San Diego (San Diego Zoo, Anza-Borrego Desert State Park and a Chargers NFL game at Qualcomm Stadium) and Palm Springs (Joshua Tree National Park, Palm Springs Tramway)
-----------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Chris Robinson Associates Inc does not warrant the quality, accuracy or completeness of any claims, statements or information contained within this document. This document was created at the time of broadcast and may not be current.