

SANTA MONICA

Story Ideas

History Comes Alive In Santa Monica

As the western end of legendary Route 66, Santa Monica is steeped in history; and, 2009 is a year to celebrate the city's colorful past. The Santa Monica Historical Society Museum and The Flying Museum will both open this year, along with the Annenberg Community Beach House – once the site of a grand mansion designed by William Randolph Hearst. Also, visitors wishing to stay overnight at a genuine historical landmark have their choice of two art-deco hotels with ocean views: Shangri-la, recently re-opened after \$30 Million in renovations, or The Georgian, which houses an old Prohibition-era “speak-easy” in its basement. The Santa Monica Pier, evoking seaside fun of a different era, celebrates its centennial anniversary in September.

Santa Monica's Beach Is Best – And Keeps Getting Better

Named a ‘Top 10 Spring Beach Destination’ by Tripadvisor.com, and one of the “10 Great Public Spaces in the U.S.” by the American Planning Association, Santa Monica continues to be lauded for its wide, sandy beaches and more than 340 days of sunshine a year. Now, the average visitor can enjoy Santa Monica's world-class beach like a celebrity with the new Beach Butler service. For a reasonable price, butlers will set up customers' beach towels, chairs and umbrellas, and deliver food, beverages and even tanning products. And, starting in Summer 2009, visitors will be able to enjoy the beach from the cool comfort of the Annenberg Community Beach House, with recreational amenities such as volleyball and beach tennis.

Santa Monica's Active Lifestyle Gets A Playful Makeover

Santa Monica is widely known for its active lifestyle. The weather, the beach and the walkable nature of the city have always attracted the buffed and the bronzed; but, for those seeking added fun and adventure in their workout, Santa Monica has options that are far from the norm. The Trapeze School on the Santa Monica Pier allows both first-time and advanced fliers an opportunity to soar – safely harnessed – high above the Pacific Ocean. Even yoga – a California fitness staple – gets a shakeup in Santa Monica with Stand-Up Comedy Yoga on the Beach. With so many alternatives to the average workout, Santa Monica is the perfect destination for everyone – from the fitness junkie to the couch potato – to be active.

Kim Baker, Director of Marketing
Santa Monica Convention & Visitors Bureau
1920 Main Street, Suite B
Santa Monica, CA 90405
Tel: 310-319-6263; Fax: 310-319-6273
E-mail: kbaker@santamonica.com
Website: www.SantaMonica.com