

**For Immediate Release**

**Contacts:** William Ostedt/Monica Ballin  
The Pollack PR Marketing Group  
310-556-4443  
[wostedt@ppmgcorp.com](mailto:wostedt@ppmgcorp.com)  
[mballin@ppmgcorp.com](mailto:mballin@ppmgcorp.com)

## **SUMMER ENDING? NOT IN SANTA MONICA!**

### **Area Hotels and Merchants Team Up and Invite Travelers to Experience Santa Monica's "Never-Ending" Summertime Spirit With a Third Night Free and Complimentary Attraction Package**

**Santa Monica, CA** (Sept. 4, 2009) – Not quite ready to say goodbye to summer yet, Santa Monica announced today the extension of its popular Sun, Sea, Save visitors package through Dec. 31, 2009. For the remainder of 2009, travelers will be able to take advantage of a 3<sup>rd</sup> night free and a variety of free attraction passes when booking from participating Santa Monica hotels.

From beachfront hotels, downtown locations and value options to boutique havens, Sun, Sea, Save is being offered by a range of hotels that are as diverse as their destination. Santa Monica offers a variety of activities and attractions, ideal for adventure seekers, beach bums, the environmentally conscious, fitness gurus, families with kids of all ages, chic singles, foodies, business travelers and hip couples looking for a romantic getaway, and everyone in between. And Sun, Sea, Save gives these visitors an extra day to enjoy Santa Monica's wide beaches, 325 days of sunshine, laid-back leisure, guilt-free indulgence, relaxation and fun. There's also a host of special events to check out in Santa Monica from now until the end of the year – including beachfront performances of Cirque du Soleil's KOOZA, outdoor movies at the Santa Monica Pier, ICE – the outdoor ice skating rink just blocks away from the beach and an exciting lineup music, theater and dance from The Broad Stage.

As part of the Sun, Sea, Save package, and in honor of the Santa Monica Pier's Centennial year, travelers who take advantage of the offer will also receive complimentary vouchers that can be used to make any trip to Santa Monica into a memorable one. Included are vouchers for free rides on the Pier's historical Carousel and Pacific Park's solar-powered Ferris Wheel, bicycle rentals courtesy of Perry's Café and free fare cards for use on Santa Monica's award winning 'Big Blue Bus' transportation system.

To help visitors keep their expenses down during their trip to Santa Monica, all Sun, Sea, Save guests will also receive a list of '25 Free Things to Do in Santa Monica,' so they can explore the quintessential California beach city's diverse sites and attractions without breaking the bank. Santa Monica is filled with numerous free and low-cost activities including the Santa Monica Pier Centennial Celebration on Sept. 9, 2009; Bergamot Station, Southern California's largest art gallery complex and cultural center; the world famous Farmer's Market; and more.

\*\* For participating hotels, rates and more information on 'Sun, Sea, Save' visit

www.santamonica.com/save or call (800) 544-1319 from the US or + (310) 319-6263 from outside the U.S. Rates and promotional offers are based on availability; blackout dates apply. Complimentary vouchers to Santa Monica attractions are based on double occupancy and include (two) 2 passes for each activity, provided at check-in. For images, press information, including a list of '25 Free Things to Do in Santa Monica,' please contact the media contacts listed.

**About Santa Monica Convention & Visitors Bureau**

Santa Monica Convention & Visitors Bureau (SMCVB) is a non-profit organization designed to increase visitor expenditures, tourism revenues and local employment opportunities through the promotion of Santa Monica as a travel destination. For travel and accommodation information or a free copy of the Official Visitors Guide, the public can write to the Santa Monica Visitor Center, 1920 Main Street Suite B, Santa Monica, CA 90405; call (800) 544-5319 or (310) 393-7593; visit [www.santamonica.com](http://www.santamonica.com); or email [info@santamonica.com](mailto:info@santamonica.com).

###