

FOR IMMEDIATE RELEASE

Contact: Kim Baker, Santa Monica Convention & Visitors Bureau
(800) 771-2322 or email kbaker@santamonica.com

Monica Ballin, The Pollack PR Marketing Group
(310) 450-7320 or email mballin@ppmgcorp.com
www.santamonicanewsroom.com

SANTA MONICA WELCOMES TRAVELERS TO EXPLORE SIMPLE PLEASURES WITH SPECIAL PROMOTION

Sun, Sea, Save Offers Savvy Travelers 3rd Night Free and a Host of Free Activities

Santa Monica, CA (April 9, 2009) – A selection of 25 Santa Monica accommodations, from luxury to beachfront hotels, and value options to boutique havens, are welcoming guests with a never-before seen hotel promotion showcasing a Southern California hotel collection as diverse as its destination. Santa Monica's "**Sun, Sea, Save**" promotion offers travelers a **3rd night free and a variety of free attraction passes** when booking from a selection of participating Santa Monica properties.

Beckoning adventure seekers, fun families, sophisticated singles, bright-eyed business types and cool couples, Santa Monica invites all to rediscover its sandy shores, abundant sunshine and laid-back diversion that is surely to be the springboard for guilt-free self indulgence, self discovery and oh so much fun! In addition to great deals across the city, guests booking this special Santa Monica vacation package will also be treated to a **free sampling of Santa Monica's most iconic attractions**.

In celebration of the world-famous **Santa Monica Pier's Centennial Celebration**, the Pier will provide a **complimentary whirl on their historical Carousel**; **Pacific Park** on the pier will offer a **free ride on their solar-powered Ferris Wheel**; Perry's Café locations along Santa Monica Beach will offer a **complimentary beach bicycle rental**; and Santa Monica's award winning '**Big Blue Bus**' transportation system will offer visitors a **free fare card**. Coupled with a list of '25 Free Things to Do in Santa Monica,' the "Sun, Sea, Save" promotion is a perfect opportunity to enjoy a 'back to basics' exploration of this vibrant seaside city.

A year-long calendar of free and low cost vacation and travel activities are highlighted by major destination and visitor developments in 2009. The world-famous **Santa Monica Pier celebrates its 100th anniversary on September 9, 2009** with festivities planned all year long. The Centennial experience will be a celebration of the Pier's historical, cultural and recreational contributions to Santa Monica over the past 100 years. This once-in-a-lifetime occasion will include special events, leading up to the climactic **Centennial Week of September 6-9** that will include the **first large-scale Santa Monica fireworks display in 18 years**. Cirque du Soleil plans its return to Santa Monica, after 20 years as its first United States tour destination. **Cirque du Soleil has chosen to celebrate its 25th birthday by returning to Santa Monica** with the production "KOOZA," which will run from October to December 2009.

Also, the **Santa Monica Historical Society Museum**, opening late 2009 will be the first museum to display historical information on the art, culture, and history of Santa Monica.

The Museum of Flying, opening in fall 2009, will offer interactive exhibits, video kiosks, and a theater. Offering locals and visitors the quintessential California beach experience, **The Beach House** opens its doors in April 2009. This public and free beach house will offer a visitors center; pool house; beach volley ball and tennis courts and a café.

With the "Sea, Sun, Save" special hotel promotion and attraction offers, Santa Monica is the place where the pure pleasure of travel and art of reconnection, whether with one's self or loved ones, can be truly memorable.

** For participating hotels, rates and more information on 'Sun, Sea, Save' visit www.santamonica.com 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-member, nonprofit organization designed to increase visitor expenditures, tourism revenues and local employment opportunities through the promotion of Santa Monica as a premier travel destination. For travel and accommodation information please call (800) 544-5319 or (310) 319-6263; or email info@santamonica.com; or write Santa Monica Visitor Center, 1920 Main Street Suite B, Santa Monica, CA 90405. Official Santa Monica Maps, Visitor Guides, Corporate Guides, Art Trek, Design District, Big Blue Bus and Historical Landmark Maps are available at all Santa Monica visitor service locations and can be mailed upon request. To reduce our environmental footprint, some of these materials can also be downloaded or ordered from our website at www.santamonica.com.

###