



For Immediate Release
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Marin Convention & Visitors Bureau Announces Annual Culinary Marin Campaign

San Rafael, CA – The Marin Convention & Visitors Bureau (MCVB) is pleased to announce a “Culinary Marin” campaign to showcase the importance of culinary tourism in Marin County. Culinary or food tourism is “the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near”, says World Food Travel Association.

The MCVB will begin to incorporate the culinary theme into all aspects of marketing Marin as an overnight destination for culinary travelers, including a new “Culinary Marin” section of our website (www.culinarymarin.com), which will feature the people behind our food, whether it is farmers and their lands or Marin Agricultural Land Trust (MALT) that protects farmland from development forever; the farmers markets that bring accessibility so that everyone can enjoy fresh, locally-sourced food to the masses; the chefs that bring the local and organic ingredients into their kitchens to make creative and aesthetically pleasing culinary presentations to guests. Culinary Marin will also feature culinary programs, culinary buzz for awards, press and events, and foodie resources.

In addition, MCVB has partnered with a handful of culinary writers and photographers to strengthen “Culinary Marin” with content, images and videos. Many of our ads will have a culinary theme as well.

The Marin Convention & Visitors Bureau (MCVB) is a private 501-c6 organization that promotes Marin County as an overnight destination through marketing programs, collateral materials, trade missions, and partnership with other industry-related organizations. The mission is to develop a sustainable visitor base to Marin County, enhance the local economies, and protect the natural resources through responsible promotion.

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