

FOR IMMEDIATE RELEASE---

**Make a Green Getaway for Earth Day Festivities in San Luis Obispo, CA**  
*Find Nature-Lover's Activities, "Green" Food & Wine, and Eco-Conscious Transportation Options at*  
[www.SanLuisObispoVacations.com](http://www.SanLuisObispoVacations.com)

SAN LUIS OBISPO, CA (February 24, 2010)—What better way to celebrate the 40<sup>th</sup> anniversary of Earth Day than to journey to a place where world-class attractions come straight from nature?



With sustainable wineries, a weekly festival of farm fresh and organic foods, the nation's original solar-powered movie theatre, sweeping miles of state parks and beaches, and many more eco-inspired activities, [San Luis Obispo, California](http://SanLuisObispo.California) (located halfway between Los Angeles and San Francisco) is a green getaway befitting of Earth Day celebrations.

San Luis Obispo Vacations hotels—with accommodations for any budget and travel style—are conveniently located in walking or biking distance to area highlights, and several offer shuttle services and other eco-amenities to pair with environmentally-friendly travel itineraries. **Visit [www.sanluisobisповacations.com](http://www.sanluisobisповacations.com) to plan your "green" getaway.**

- **Earth Day Wine & Food Festival**

Kick off the Earth Day festivities with San Luis Obispo's **Earth Day Wine & Food Festival, April 16 – 18, 2010**, hosting over 200 purveyors of award-winning, sustainably produced food and wine grown on California's Central Coast (tickets available at [www.earthdayfoodandwine.com](http://www.earthdayfoodandwine.com)).

- **Sustainable Sips**

Taste "**green**" wine anytime at San Luis Obispo's standout sustainable wineries like **Talley Vineyards**, or **Wolff Vineyards**, where almost a decade of sustainable and ecologically friendly farming techniques have resulted in award-winning wines. Visit Claiborne & Churchill, as well, where their energy-saving straw bale winery—the first of its kind in California—raises the bar for environmental architecture.

- **Green Gourmet**

The **world-famous downtown farmer's market** held every Thursday night brings the country's fresh produce and certified organic purveyors together in a lively feast-ival for the eyes *and* stomach. Also downtown, various restaurants serve fresh, seasonal menu items: **Big Sky**, where organic produce, cheeses, oils and vinegars grace fresh market dishes; **Novo**, where Asian fusion dishes give local ingredients international flair; or **Smiling Dog Yoga**, where you can eat seasonal vegetarian meals after your workout. Finish off a green gourmet getaway with truly

guilt-free dessert from **Sweet Earth Chocolates**, home of locally-made organic and fair trade truffles and sweets.

- **Eco-Entertainment**

Shop the “green” aisle in downtown San Luis Obispo where eco-chic boutiques sell upscale second-hand, vintage, and local-designer garments and stores like the **Bamboo Batu** introduce sustainable materials. Up the street, the popular **Palm Theatre** shows independent films powered by the sun. Meanwhile, nearby **state parks**, such as heavenly **Montaña de Oro**, offer a picture-perfect vision of California and reveal rare glimpses of thriving wildlife like elephant seals, California condors, Monarch butterflies, and tule elk.

For more information about a green getaway to San Luis Obispo visit

[www.SanLuisObispoVacations.com](http://www.SanLuisObispoVacations.com). Editors seeking additional information or images may contact Jamie Relth ([jamie@thepressroom.com](mailto:jamie@thepressroom.com)) or Holly Padove ([holly@thepressroom.com](mailto:holly@thepressroom.com)) at On the Horizon Communications, (805) 773-1000.