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Tri-Valley, California CVB Partners with Prominent East Bay Publisher
Diablo Publications to Create Enhanced Visitors Guide

PLEASANTON, CA - September 11, 2007 - The Tri-Valley, California Convention & Visitors Bureau (CVB) announces a new partnership with Diablo Publications, the San Francisco East Bay's leading publisher. Diablo Publications will work closely with the Tri-Valley, California CVB to create an enhanced 2008-2009 visitors guide. The decision to partner with Diablo Publications came on the heels of Tri-Valley, California's unveiling of a new brand strategy, which includes a new tagline, logo and website created to reflect the destination's small-town charm, genuine hospitality, authenticity, and commitment to tradition.

"We are thrilled to announce the partnership with Diablo Publications," said Natalie Alvanez, director of marketing and membership for the Tri-Valley, California CVB. "Diablo Publications is an established organization with over 25 years of experience in promoting Tri-Valley. They have a clear understanding of the features that make Tri-Valley, California a unique destination, and the importance of tourism to our local economy."

The 2008-2009 Visitors Guide will feature a new design that will better represent the CVB's new brand identity and the region as a whole. New features will include professional photography, new formatting for member business listings, as well as increased editorial and advertising space. Additionally, the publication will be available online at Tri-Valley, California's website, www.trivalleycvb.com.

The 2008-2009 Tri-Valley, California Visitors Guide will have an initial run of 55,000 copies to be distributed in June 2008 at Bay Area airports, California State Visitor Centers, area attractions, member locations, and mailed by request.

"We are delighted to welcome the Tri-Valley, California CVB to the Diablo Publications family," said Barney Fonzi, group publisher for Diablo Publications. "The CVB has done an outstanding job defining Tri-Valley's unique brand, and we look forward to working together to develop an exceptional visitors guide to complement their efforts. Team member Tom Meriam will serve as associate publisher and spearhead efforts to develop this new publication."

Diablo Publications has been creating award-winning publications since 1979. With seven unique publications covering travel, theater, lifestyle, and home design, Diablo Publications celebrates the people, places, and pleasures of San Francisco's East and North Bay. Current publications include Destination Oakland visitors guide, Diablo magazine, Design for Living magazine, Concierge, and Napa Sonoma magazine, to name a few.

About the Tri-Valley, California Convention & Visitors Bureau

The Tri-Valley Convention & Visitors Bureau is the destination marketing organization for the cities of Pleasanton, Livermore, Dublin, San Ramon, Danville and the surrounding region. It markets Tri-Valley, California as a preferred destination for visitors, meetings, and events by promoting CVB member businesses and bringing overnight visitors to the region, to increase awareness of and measurable spending to Tri-Valley, California.

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