

PRESS RELEASE

Holiday Weekend in Wine Country Offers Holiday Shopping and Events

Santa Barbara County, October 15, 2009: There are only three weekends in between Thanksgiving and Christmas weekend to get your holiday shopping done this year. You could go to the mall and stand in long lines hoping to find the right gift for your family and friends—or you could take a weekend trip to the Santa Barbara wine country and get your holiday shopping done while enjoying a weekend vacation. Avoid the mall traffic and take advantage of all of the events and unique shopping opportunities available in Santa Barbara County wine country.

A new resource, www.winecountryholiday, will provide a list of all events, entertainment and discounts for the weekend of December 4th-6th. There are numerous events to choose from including Christmas tree lightings and parades, a wine tasting passport, winery open houses, concerts, a pomegranate festival, winemaker dinners and much more. For those who want to get some holiday shopping accomplished, discounts at various tasting rooms and stores throughout the wine country will be listed to make your shopping quick and enjoyable. Bring the whole family or whisk your partner away to wine country for a weekend to remember. Why not give the gift of cherished memories for the holiday season? *Holiday Weekend in Wine Country* makes planning your trip easier than ever before.