



NEWS RELEASE
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***Lonely Planet* Picks “Gold Country” as Top 10 Travel Destination of 2012**

Calaveras Visitors Bureau Expects Wave of First-time Visitors; Launches New Website

Angels Camp, CA (January 20, 2012)—Calaveras County, together with a number of other counties that make up the Gold Country Visitors Association, has been selected as one of *Lonely Planet’s* Top 10 Travel Destinations of 2012. The annual list, which is focused on the U.S. and chosen by *Lonely Planet’s* U.S. Editors, recognizes new, interesting, up-and-coming destinations or locales likely to be missed in the following year.

The Gold Country region made the cut for being a unique area filled with ambiance, history, caves, snow parks and wineries that are giving Napa and Sonoma some serious competition. While Calaveras County boasts many of the assets highlighted in *Lonely Planet’s* announcement, Calaveras Visitors Bureau member Bear Valley Resort received special recognition for its hardcore winter sports scene.

Lonely Planet is the World’s leading travel publisher and its online site receives more than four million unique visitors per month. Lisa Mayo, Executive Director of the Calaveras Visitors Bureau, says local businesses should be excited about this high level of exposure and anticipates a new wave of visitors this year that had previously not known about the region.

“Calaveras County is starting to receive the recognition it deserves for being a world-class travel destination,” said Mayo. “From award-winning wineries and gourmet restaurants, to giant sequoias and a thriving outdoor adventure scene, visitors to the area can expect to have an unforgettable trip.”

According to Mayo, planning a trip to Calaveras just got easier too. The Calaveras Visitors Bureau has launched a new Website, including videos, seasonal itineraries and a blog so people know exactly where to go and what to expect when they get into their cars and head to the area for a day, a weekend or even a week. The web address has remained the same and can be found at: www.gocalaveras.com.

For more information or to schedule an interview with Lisa Mayo, contact Cari Morgan at cari@evoke-pr.com or 209-795-7670.

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