

FOR IMMEDIATE RELEASE:

August 25, 2014

Media Contact:

Jeanne Sullivan, Black Ink PR, 650-215-8156, <u>Jeanne@blackinkpr.com</u> Margot Black, Black Ink PR, 323-876-5006, <u>Margot@blackinkpr.com</u>

Final Evening Event for <u>Sunset SAVOR the Central Coast</u> Promises "Good Vibrations" with Intimate Concert by Brian Wilson and Al Jardine, co-founders of the Beach Boys at Vina Robles Amphitheatre: Tickets on Sale;

First 400 Guests Receive a Torani Picnic Blanket

(San Luis Obispo County, CA) – Organizers promise a night of "Good Vibrations" and "Fun, Fun, Fun" as California legend Brian Wilson with Al Jardine, *co-founders of the Beach Boys*, takes the stage Sept. 27 at Vina Robles Amphitheatre for the final evening event of <u>Sunset SAVOR the Central Coast</u> – the West Coast's premier wine and food event.

Known as the "Mozart of Rock," Wilson will perform hits from his latest and upcoming albums at <u>Sunset in the Vineyard at Vina Robles</u>, which takes place 6-11 pm. Former Beach Boys band mate Al Jardine will perform with the legendary composer, arranger and producer during the concert, singing along to some of the Beach Boys greatest hits such as "Sloop John B.," and the #1 smash in 1965 "Help Me, Rhonda."

The first 400 guests through the gate will receive a free Torani picnic blanket. For \$37, guests can reserve an exclusive SAVOR picnic basket for two in advance, featuring delicious wine country delicacies and fun gifts that can be enjoyed on the grass overlooking the stage. Included in the picnic basket, a custom Torani picnic blanket. Basket buyers can also save \$8 on a purchase of Vina Robles wine at the bar. Quantities are limited so organizers encourage SAVOR fans to reserve theirs today. Those who want more dining options can check out the Vina Robles Amphitheatre concessions, which now includes new wood-fired pizzas as well as burgers, sandwiches, salads, snacks, desserts, beer and coffee.

"We are really excited that Brian Wilson will be joining us for the Saturday night concert for Sunset SAVOR the Central Coast," said Stacie Jacob, CEO of Visit San Luis Obispo County, which organizes the four-day wine and

1

food event with <u>Sunset</u>, the premier guide to life in the West. "Brian Wilson is truly one of music's most deeply revered figures, and the main creative force behind some of the most cherished recordings in rock history. We're honored to offer this exclusive opportunity to experience his music in a spectacular vineyard setting in Paso Robles, which Wine Enthusiast recently named as their 2013 Wine Region of the Year. We expect this performance to quickly sell out, so I strongly encourage fans to buy tickets now!"

At the age of 72, Wilson shows no signs of slowing down. Along with the current concert tour, Brian is putting the finishing touches on his upcoming solo album, which will feature a variety of guest singers, including up-and-coming country star **Kacey Musgraves** and alternative-pop chanteuses **Lana Del Rey** and **Zooey Deschanel.** And, this month "Love and Mercy," the much-anticipated film about Brian Wilson, will make its debut at the 2014 Toronto International Film Festival. The film features Paul Dano, John Cusack, Elizabeth Banks and Oscar-winner, Paul Giamatti.

Nestled between San Francisco and Los Angeles, <u>Sunset SAVOR the Central Coast</u> (Sept. 25-28) showcases the talents of Central Coast winemakers, brew masters, chefs, artisan food purveyors, fishermen, farmers and entrepreneurs. Guests can also immerse themselves in the Central Coast lifestyle through <u>guided culinary and outdoor adventure tours</u>; a variety of evening events throughout San Luis Obispo County, including the iconic Hearst Castle; and regional wine and food tastings and demonstrations at the Main Event. Guests can learn best-kept secrets from top wine and food celebrities, such as chefs <u>Tanya Holland</u>, <u>Fabio Viviani</u> and the expert editors from *Sunset* magazine.

Sunset in the Vineyard at Vina Robles is produced in cooperation with <a href="Travel Paso Robles Alliance">Travel Paso Robles Alliance</a> and the <a href="Vina Robles Amphitheatre">Vina Robles Amphitheatre</a>. Find out more information on all latest ticket and hotel offerings at <a href="https://www.facebook.com/SavorCC">www.savorcentralcoast.com</a>. Check us out on our Facebook page, <a href="https://www.facebook.com/SavorCC">https://www.facebook.com/SavorCC</a>, or on <a href="Twitter.com/SavorCC">Twitter.com/SavorCC</a>.

**About Visit San Luis Obispo County:** Visit San Luis Obispo County promotes San Luis Obispo County through advertising, marketing, public relations and group sales. Its membership base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores. Sunset SAVOR the Central Coast is produced and managed by the Bureau. For more information on Visit San Luis Obispo County, please visit <a href="https://www.VisitSanLuisObispoCounty.com">www.VisitSanLuisObispoCounty.com</a>.

**About Sunset:** Sunset (<u>www.sunset.com</u>) is the leading lifestyle brand in the West. Through magazines and books, events and experiences, and digital and social media, Sunset covers the West's best flavors, destinations, design trends, and innovations. Sunset engages and inspires an audience of over five million educated, active and affluent consumers every month through its five regional print editions—Pacific Northwest, Northern California, Southern California, Southwest and Mountain—as well as via all tablet devices and its website. In addition to its print and digital publication, Sunset showcases the region's unique lifestyle and noteworthy destinations through its flagship events, established home programs, licensing partners, books and International Wine Competition. Sunset is produced by Time Inc., one of the largest media companies in the world.

**About Vina Robles Entertainment:** Vina Robles Entertainment provides high quality, live entertainment experiences for California's Central Coast and Central Valley communities at the Vina Robles Amphitheatre in Paso Robles. This premier 3,300-seat outdoor venue, nestled on an oak-dotted hillside in the heart of wine country, offers an intimate concert setting with modern amenities and first class hospitality. Featuring events to all segments of the population, Vina Robles Entertainment supports the arts and entertainment programming in the area. Visit <a href="www.vinaroblesamphitheatre.com">www.vinaroblesamphitheatre.com</a> for more information.

**About Travel Paso Robles:** Recently named Wine Region of the Year by *Wine Enthusiast Magazine*, Paso Robles, California is located midway between Los Angeles and San Francisco on Highway 101 and is roughly a 20 minute drive inland from the Pacific Ocean. This small farming town boasts 250+ wineries, a charming historic downtown and town square, comfortable hotel accommodations, farm-to-table dining, art galleries, shopping, hot mineral springs and friendly locals. For more information about Paso Robles, CA, please visit www.TravelPaso.com

###