



NEWS RELEASE: October 7, 2009

Media Contact: Aeron Arlin Genet 781-5998

SUBJECT: San Luis Obispo Car Free Drives Visitors to Take a Vacation from the Gas Pump

There's a new way to promote tourism to San Luis Obispo, but with a twist –travelers are being asked to leave their cars behind.

During challenging economic times, promoting tourism is more difficult than ever before. San Luis Obispo Car Free shows visitors that they can still enjoy a well deserved vacation to the Central Coast, while saving money and the environment too. By pledging to travel to or around San Luis Obispo without a car, visitors receive special incentives from participating hotels, restaurants, transportation services and attractions. By “dumping the pump” visitors can save a buck or two, while helping to preserve clean air in the region.

SLOCARFree.org is a one-stop-shop web-based hub of information and web-links on transportation, lodging, attractions and other visitor needs. To receive discounts, visitors register online to participate in the program. After registering, they then book their stay with participating hotels and receive other discounts by showing their SLO Car Free coupon.

It isn't too late for local businesses to participate in the program by offering premiums or discounts to car-free travelers. In exchange those businesses receive free membership and are featured on www.slocarfree.org. Businesses can use the easy on-line registration page to sign up and start sending these car-free travelers to them today.

San Luis Obispo Car Free is a cooperative partnership initiated and led by the San Luis Obispo County Air Pollution Control District. Established in 2009 for cleaner air and a healthier planet, our mission is to preserve clean air, promote community and individual responsibility for air quality, and to promote economic and community well-being through encouraging car-free, care-free transportation to and around the San Luis Obispo area.

For more information, contact Meghan Field at (805) 781-5912 or info@slocarfree.org or visit the website at www.slocarfree.org.

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