

**Chris Isaak, American Rock Musician,  
to Headline “SUNSET – Savor the Central Coast”  
Concert and Fireworks Finale October 3, 2010**

(San Luis Obispo County, CA) – Nominated Grammy singer-songwriter, American rock musician and actor Chris Isaak will headline the “SUNSET – Savor the Central Coast” Concert and Fireworks Finale on Sunday, October 3, 2010 at the Avila Beach Golf Resort. Gates open at 4:30 p.m.; concert starts at 7 p.m. followed by fireworks finale at 9:45 p.m. Limited to 2,300 general admission guests and 250 VIPs, tickets are \$85 and \$185 respectively, and can be purchased at [www.savorcentralcoast.com](http://www.savorcentralcoast.com). This vibrant, star-studded ending to “SUNSET – Savor the Central Coast” – the new four-day California Central Coast culinary and wine celebration – will be paired with great wines and food from Safeway’s Chef Jeff Anderson and local favorite Chef Ian McPhee.

Isaak has released nine extraordinary albums, twelve singles, been nominated for two Grammy awards, acted in several motion pictures and starred in his own critically acclaimed TV series. His legendary shows with longtime band Silvertone showcase his stellar songwriting, a smooth, dusky baritone and tender falsetto, and an effortless brand of stylish retro-cool that has entertained tens of thousands for over two decades. His musical personas include rockabilly rebel (“Dancin’,” “Baby Did A Bad, Bad Thing,” “Speak of the Devil”), the broken-hearted crooner (“Wicked Game,” “Somebody’s Crying”) and the breezy acoustic storyteller (“San Francisco Days,” “Two Hearts”).

*Sunset Magazine*, the premier publication of Living in the West, has partnered with the San Luis Obispo County Visitors & Conference Bureau to launch “SUNSET – Savor the Central Coast,” which will take place September 30-October 3, 2010 at Santa Margarita Ranch and locations throughout San Luis Obispo County, California. The exciting new food and wine celebration, which is expected to draw more than 8,000 from throughout the state, will highlight the talents of Central Coast winemakers, chefs and artisanal food producers with unique culinary tours, celebrity chef demonstrations and one-of-a-kind winemaker dinners. Excursions throughout the county with *Sunset Magazine’s* expert editors and celebrity chefs will enhance the “Savor” experience as participants tour, sip and savor the beauty of California’s largely unexplored Central Coast and San Luis Obispo County’s historic Santa Margarita Ranch and surrounding communities.

In addition to the Concert and Fireworks Finale with Chris Isaak, scheduled cooking demonstrations and a [special winemaker dinner in the Paso Robles City Park](#) with the Food Network’s celebrity Chef Tyler Florence, highlights of the four-day event include: *Sunset’s* Western Wine Awards Gala; SAVOR the Mission Plaza; Central Coast Pavilion and Grand Tasting; Farmer’s Market to Meal; *Sunset* Kitchen Garden; A Moveable Feast: Best-of-the-Best Food Carts, and Chef and Winemaker Central; and The Marketplace, showcasing talented chefs and a variety of more than 100 wineries from the Central Coast of California arranged by sub-region, including representatives from Santa Cruz, Monterey, San Luis Obispo, Santa Barbara and Ventura counties. Visit [www.savorcentralcoast.com](http://www.savorcentralcoast.com) for activity schedule and event details.

For more information regarding “SUNSET – Savor the Central Coast,” call 805-541-8000, 800-634-1414, visit [www.savorcentralcoast.com](http://www.savorcentralcoast.com), become a fan on our Facebook page [HTTP://tinyurl.com/SavorCC](http://tinyurl.com/SavorCC), or follow us on [www.Twitter.com/SavorCC](http://www.Twitter.com/SavorCC). Ticket proceeds and sponsorships are considered donations to the San Luis Obispo County Visitors & Convention Bureau, a 501 c 6 non-profit tourism organization promoting San Luis Obispo County.

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