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ANOTHER REASON TO STAY...

**FALL SEASON IN PASO ROBLES, CA
HARVEST SEASON, CLASSIC CARS, PADEREWSKI & MUCH MORE!
SEPTEMBER – NOVEMBER 2010**

PASO ROBLES, CA (June 22, 2010) – The fall season is an idyllic time to visit Paso Robles. Warm, sunny days unfold into crisp, clear nights, long windy roads are lined with brilliantly colored trees and the fresh air smells of earth and wine during the thriving harvest season. The area is alive with a multitude of fall celebrations - from premier wine and beer tasting events to cowboy shows and the renowned Paderewski classical music festival.

Nestled in the coastal mountain range of central California mid-way between Los Angeles and San Francisco and just 30 minutes from the San Luis Obispo Airport, Paso Robles is a centrally located respite for families, couples and groups of friends longing to enjoy a relaxing getaway. Boasting a vast wine region with more than 200 vintners, farm-fresh cuisine, a quaint downtown filled with local artisan shops and galleries and a wide selection of accommodations, Paso Robles offers something for everyone.

Below is a roundup of not-to-miss fall events. Visitors can plan their stay around the following activities, or just come and relax. For more information on attractions, dining and lodging, visit www.travelpaso.com. For the latest news, visit blog.travelpaso.com or follow us on twitter @travelpaso.

- SEPTEMBER -

September 1-30: California Wine Month

Various Locations

Ideal winegrowing conditions and proximity to the Pacific Ocean make Paso Robles a perfect place for the production of top quality wines. Currently with 200+ vintners, Paso Robles is one of the nation's fastest growing wine regions. Throughout the entire month of September, visitors will have the opportunity to enjoy educational winery tours and tastings, release parties, food pairing seminars and much more. For more information, visit www.pasowine.com.

September 3-5: Golden State Classic Car Show

Downtown City Park

Owners of classic cars, trucks and hot rods have the opportunity to show off their pride and joy while providing a glimpse of early automotive and motorcycle technology. Families will enjoy the

cruise down memory lane as the kids get to check out the vintage Mustang or hot muscle car just like dad drove (or wished he did!). The event kicks off with an old fashioned cruise on Friday night, followed on Saturday by The Classic Car Show featuring automobiles from 1979 and prior. On Sunday, everyone is encouraged to take a drive and explore all that the Paso Robles countryside has to offer. Information on scenic driving routes and must-see local sights will be provided. For more information, visit www.goldenstateclassics.org.

September 11: Pajama Party Movie Night
Park Cinemas

Get cozy in your PJs and enjoy a fun with night watching a movie with friends or family. Prizes will be awarded for the best pajamas so be sure to wear your finest! Tickets are \$10 and include popcorn and soda. For more information and to purchase tickets call (805) 238-4103 or visit www.pasoroblesdowntown.org.

September 11: North County Clippers' Paso Robles Airport Day Aviation Expo (free!)
Paso Robles Municipal Airport, 9 a.m. to 3:30 p.m.

The sky's the limit with fascinating air shows, aircraft and more! For more information, visit www.pasoairshows.com.

September 10 & 11: Crush & Roll West
Sylvester Winery & River Oaks Pavilion

Cigar enthusiasts and wine lovers will gather at Crush & Roll West to enjoy a variety of events, tastings, live music and educational seminars. Day passes are \$60 if purchased before July 15 and \$75 afterwards. For more information and to purchase tickets, call (805) 474-1133 or visit www.crushandrollwest.com.

September 18: Taste of Downtown & Arte de Tiza
Downtown City Park, 11 a.m. to 4 p.m.

Enjoy live music, art and the tastes of local cuisine and wine from more than 29 restaurants and 14 wineries. Arrive early to check out the creative artistry at the Arte de Tiza Chalk Art (8 a.m. to 10 a.m.). Tickets are \$25. For more information and to purchase tickets, call (805) 238-4103 or visit www.pasoroblesdowntown.org.

- OCTOBER -

October 5-7: Miss Rodeo California Pageant
Various Locations

Experience the passion and drive it will take for Miss Rodeo California 2011 to promote the sport of professional rodeo and the western way of life as she competes in the areas of horsemanship, speech, modeling and personal and horsemanship interviews. For more information and to purchase tickets call (805) 467-3032 or visit www.misscaliforniarodeo.com.

October 9: The 80th Pioneer Day & Parade (free!)
Downtown City Park, 7 a.m. to 1 p.m.

Visitors and locals alike will get a taste of what life was like back in the days of the early pioneers as they enjoy live music, a bean cook off, a pet show, a little cowgirl/cowboy contest, a car show and an exciting old fashioned parade through downtown. For more information, visit www.pasoroblespioneerday.org.

**October 13 – October 31: Pacific Cutting Horse Association Futurity and Stakes
Paso Robles Event Center**

Enjoy demonstrations, clinics, cutting horse competitions and much more! For more information, visit www.pccha.com.

**October 15 – 17: Harvest Wine Weekend
Various Wineries**

Harvest is a time of huge celebration in Paso Robles wine country, and over this weekend more than 130 wineries will host 150+ individual events throughout the weekend. Enjoy special barrel tastings, blending seminars, grape stomping, food and wine pairings, live music and much more! For more information, visit www.pasowine.com

**October 23: Golden Oak Festival
Downtown City Park, 9 a.m. to 3 p.m.**

Enjoy antiques, crafts, local produce, food, music and more. For more information visit www.pasoroblesdowntown.org.

**October 31: Safe & Fun Halloween (free!)
Downtown City Park, 4 p.m. to 7 p.m.**

Ghosts and goblins will love this spooky event that includes trick or treating, a barbecue, pumpkin carving, and even the opportunity to have a photo taken with a witch! For more information visit www.pasoroblesdowntown.org.

- NOVEMBER -

**November 5- 7: Paso Gathering
Pioneer Museum**

The region's premier annual show of western art and cowboy gear artists, saddle makers, rawhide braiders, silversmiths, horsehair hitchers and more! Celebrating the art and soul of the cowboy way of life, shop amongst hand-crafted leather goods, tack, saddles, silver and boots and western art. Admission is \$5. For more information, visit www.pasoroblesdowntown.org.

**November 11-14: Paderewski Festival
Various Venues**

Concerts of solo piano and chamber music, celebrations of local young musicians, an exhibit of Paderewski memorabilia and lectures by experts are planned to celebrate the famous composer's 150th birthday. For more information and a schedule of events visit www.paderewskifest.com.

**November 13: Elegant Holiday Evening Downtown
Downtown Paso Robles, 4 p.m. to 8 p.m.**

Kick-off the holiday season with an elegant evening strolling and shopping at downtown merchants while enjoying local cuisine and wines. For more information call (805) 238-4103 or visit www.pasoroblesdowntown.org

**November 26: 24th Annual Holiday Downtown Lighting Ceremony (free!)
Downtown Paso Robles, 5:30 pm**

Mrs. Claus will official kick off the holiday season when she lights the holiday tree in all its glory! Enjoy caroling, live music, cookies and hot chocolate. For more information call (805) 238-4103

or visit www.pasoroblesdowntown.org

ABOUT TRAVEL PASO ROBLES ALLIANCE

California has a place for you to stay - and the hotels and innkeepers of Paso Robles have created an organization to help you experience it yourself.

Paso Robles is an affordable, world-class destination big on value, beauty and experiences - and a car ride away for most Californians.

From luxurious inns to leading brand hotels, reliable budget and specialty accommodations, members of the Travel Paso Robles Alliance offer the value of quality accommodations with comprehensive conference, spa, dining, business and sight-seeing amenities. Mid-week and extended stay packages ensure visitors have all the time they would like as they explore the many attractions of this culturally rich destination: vibrant downtown, internationally known, award-winning wineries, gourmet dining, equestrian activities, fairs, concerts, cultural events, Hearst Castle State Park, lakes, hiking, early California missions, and a gateway to beaches and the state's most beautiful recreation areas.

The Travel Paso Robles Alliance (www.travelpaso.com) is a group of 19 area hoteliers formed in 2008 so business; leisure and large group travelers can discover the Authentic California™ experience of the Central Coast.

For information on how to make the most of your stay in Paso Robles, contact: 888-988-PASO (7276), info@travelpaso.com.

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