

FOR IMMEDIATE RELEASE

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**TAKE CENTER STAGE IN COSTA MESA'S THEATER & ARTS
DISTRICT AND RECEIVE VALUABLE INCENTIVES**

Orange County's City of the Arts launches valuable theater package

COSTA MESA, CA, December 14, 2006 –With the opening of the magnificent Renée and Henry Segerstrom Concert Hall in Costa Mesa's burgeoning Theater & Arts District, theatergoers are invited to take advantage of a valuable new theater travel package – the Costa Mesa Standing Ovation Celebration – that includes dining certificates and cash reimbursements for theater tickets and travel worth at least \$90. The promotion begins January 1 and runs through November 25, 2007.

To entice overnight guests to enjoy the many amenities in Orange County, Southern California's premier performance, shopping, dining, and cultural destination, they are invited to book a stay in one of nine participating hotels in Costa Mesa.

Upon check-in, guests will receive \$30 per night dining certificates good at many participating Costa Mesa restaurants for each night of their stay. Via mail, they will also receive a \$30 travel reimbursement and a \$30 theater ticket reimbursement. All offers are per reservation.

To receive their reimbursements, visitors must complete a form that includes their contact information, plus a photocopy of their theatre ticket receipt for a performance at the new concert hall, the Orange County Performing Arts Center, or Tony Award-winning South Coast Repertory, only. At checkout, they may leave the form and photocopy at the front desk, fax it to the Costa Mesa Conference & Visitor Bureau at 714.435.8522, or mail it to P.O. Box 5071, Costa Mesa, CA 92628-5071. Reimbursements will be sent within six to eight weeks.

Costa Mesa is the cultural hub of Orange County and features many works of art on display, plus South Coast Plaza, Metro Pointe at South Coast and other shopping venues, along with upscale and casual dining restaurants, and relaxing spas.

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“We invite theatergoers to take center stage in The OC’s standing ovation capital by combining a night of riveting drama, a Broadway show, or a stirring symphony concert performance in one of our theaters with a shopping, dining and hotel experience,” said Tom Smalley, president of the Bureau, and general manager of the Avenue Of The Arts Costa

Mesa. Participating Hotels

Participating hotels include the Ayres Hotel & Suites, 800.322.9992 or 714.549.0300; Costa Mesa Marriott (promotion code: EARX), 800.228.9290 or 714.957.1100; Hilton Orange County/Costa Mesa; 800.HILTONS or 714.540.7000; Holiday Inn Costa Mesa, 800.HOLIDAY or 714.557.3000; and Holiday Inn Express Hotel & Suites, 800.HOLIDAY or 949.631.6000.

The list continues with Ramada Limited & Suites Costa Mesa, 866.493.0064 or 949.645.2221; Residence Inn by Marriott (Online promotional code: D18), 800.331.3131 or 714.241.8800; The Westin South Coast Plaza, 800.WESTIN1 or 714.540.2500 and the Avenue Of The Arts Costa Mesa, 800.Avenue Of The Arts Costa Mesa or 714.751.5100.

For more information about the *Standing Ovation* theater package and assistance in reaching the Theater & Arts District’s performing arts venues, contact the bureau at 800.399.5499. Contact the hotels directly for further information and to make a reservation. Be sure to mention the promotional code if your hotel of choice from the list above requires one. Visit Costa Mesa online at www.costamesa-ca.com.

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