

FOR IMMEDIATE RELEASE

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COSTA MESA SAYS “BENVENUTO!” TO ALL THINGS ITALIAN

City of the Arts welcomes visitors to “Italy at South Coast Plaza,” October 4 – 29, with valuable La Bella Vita Drive & Dine travel package incentives for staying in Costa Mesa

COSTA MESA, CA, September 4, 2007 – What does Costa Mesa, California, home of South Coast Plaza, have in common with the likes of Rome, Florence and Naples? From October 4 - 29, Costa Mesa will have a distinctly similar Italian flare, including fine Italian dining and exquisite examples of Italian design, culture and craftsmanship on display that will make South Coast Plaza the epicenter of a month-long event celebrating the passion and beauty of these cities and the country whose name is synonymous with high style.

The *Italy at South Coast Plaza* celebration, a partnership between South Coast Plaza and the Italian Trade Commission, will bring some of the finest elements of Italian culture, couture and cuisine to South Coast Plaza and Costa Mesa. More than 30 Italian retailers, plus many other retailers and department stores that carry “Made in Italy” products, as well as restaurants will highlight the best in fashion, accessories, home furnishings, exotic automobiles, food, wine, and much more.

An Italian piazza will be designed for South Coast Plaza’s Jewel Court and will put a spotlight on Italian fashion and the Italian lifestyle with continuous daily showings of “A Dream of Italy at South Coast Plaza,” a film commissioned especially for the celebration.

To promote the event, the Costa Mesa Conference & Visitor Bureau is enticing travelers with dining certificates and travel reimbursements when they book a stay in one of nine participating hotels in Costa Mesa, based upon space available. The La Bella Vita Drive & Dine promotion runs from October 1 - 31, 2007. As an additional incentive, visitors attending the open-to-the-public event will be encouraged to participate in a special enter-to-win opportunity for a complimentary trip to Italy, plus other prize packages, including a South Coast Plaza shopping spree.

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. All offers are per reservation.

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Italy at South Coast Plaza travel deal

Page 2 of 2

Costa Mesa is the cultural hub of Orange County and features many works of art on display, plus shopping venues, many upscale and casual dining restaurants, and relaxing spas. The city has a worldwide reputation for internationally acclaimed visual and performing arts in South Coast Repertory Theatre and the Orange County Performing Artscenter, home of the 3,000-seat Segerstrom Hall. Adjacent to The Center is the 2,000-seat Renée and Henry Segerstrom Concert Hall and 500-seat multi-purpose Samueli Theater.

“Lovers of all things Italian won’t want to miss *Italy at South Coast Plaza*,” said Tom Smalley, president of the Bureau, and general manager of the Avenue Of The Arts Costa Mesa. “To promote Italy as a brand, South Coast Plaza is a perfect venue to experience not only examples of Italian lifestyle, but the shopping, dining and lodging experience when staying here.” **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.WYNDHAM or 714.751.5100.

For more information about the travel package and assistance in reaching the Theater & Arts District’s performing arts venues, contact the bureau at 714-435-8530 or 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.TravelCostaMesa.com.

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