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Costa Mesa Conference & Visitor Bureau Works to Update City Identity

COSTA MESA, CALIFORNIA — The Costa Mesa Conference & Visitor Bureau announced that they are building the new identity for the city of Costa Mesa – and that identity is the “City of the Arts™.” The “City of the Arts” is a phrase trademarked for use by the city of Costa Mesa, California, and will be reflected in all promotional materials, including the new Costa Mesa Conference & Visitor Bureau logo. The new logo and trademark will help future visitors and tourists to identify the city of Costa Mesa as a center for the arts in Orange County.

The city of Costa Mesa is home to one of most heralded theatre districts in the United States, Segerstrom Center for the Arts, Orange County's performing arts complex – hosting the world's leading dance companies, Broadway shows and concerts by top recording artists. Additionally, Costa Mesa is home to public art installations by several famous visual artists including Isamu Noguchi, Joan Miró and Richard Serra.

Costa Mesa will round out its status as a top arts destination with the future addition of the Orange County Museum of Art (OCMA). OCMA will break ground on the Segerstrom campus in 2013 and is set to open by 2016. The new facility will be an autonomous organization within Segerstrom Center for the Arts.

“The Costa Mesa Conference & Visitor Bureau is excited about our continuous development to recognize and brand the City of Costa Mesa as a leader in shopping, dining, entertainment and the arts not only domestically, but internationally,” said Paulette Lombardi-Fries, President of the Costa Mesa Conference & Visitor Bureau. “We believe this includes the art of the stage, the art of fashion, and even the art of fine dining – and this gives credence to our trademarked term, the ‘City of the Arts.’”

Costa Mesa is the home of such Orange County landmarks as South Coast Plaza, Segerstrom Center for the Arts and the OC Fair and Event Center. With its southernmost border only one mile from the Pacific Ocean, Costa Mesa's hotels, dining, entertainment offerings and superb shopping venues make it an excellent Southern California tourist destination.

The Costa Mesa Conference & Visitor Bureau was established in 1995. The Bureau's primary goal is to encourage leisure travel to Costa Mesa by engaging in marketing programs and events for the city of Costa Mesa. For more information on travel to the city of Costa Mesa, visit www.travelcostamesa.com. The Costa Mesa Conference & Visitor Bureau is a 501(c)(6) nonprofit organization.