



FOR IMMEDIATE RELEASE:

June 26, 2013

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**SUNSET SAVOR THE CENTRAL COAST TO HOST INAUGURAL 5K/10K SAVOR RUN
SEPTEMBER 29TH IN DOWNTOWN SAN LUIS OBISPO
*Sign Up Now through July 15 and Get \$10 Off Registration***

(San Luis Obispo County, CA) – Fitness lovers can get ready to race, taste and indulge at the new [SAVOR Run](#) on Sept. 29 – the latest addition to [Sunset SAVOR the Central Coast](#) – the leading wine and food event on the West Coast.

The event, produced by the [Central Coast Cancer Challenge](#), features a 5K or 10K walk/run and a fastest mile challenge through the streets of charming San Luis Obispo, beginning and ending at the historic Mission San Luis Obispo de Tolosa. Organizers will reward runners for their efforts—which benefit local cancer survivor fitness programs—with a gourmet pancake breakfast with all the trimmings. Athletes looking for an extra challenge can enter the race’s “Fastest Mile Challenge”—the first of its kind to take place in San Luis Obispo County.

“One of the ways *Sunset SAVOR the Central Coast* continues to stand apart from typical wine and food events is we’ve incorporated San Luis Obispo County’s active, healthy lifestyle into the festivities, such as the new [SAVOR Run](#),” said Stacie Jacob, executive director of Visit San Luis Obispo County. “Unlike most wine and food events these days which can take place anywhere, SAVOR was inspired by the place it calls home – one of the happiest and healthiest communities in America. We wanted to give visitors a taste of that lifestyle, which is driven by our breathtaking natural beauty as well as abundant hiking and biking trails and healthy lifestyle opportunities.”

Sponsored by the [City of San Luis Obispo](#), the new [SAVOR Run](#) starts at 7 am and finishes by 10 am – just in time to freshen up and head over for the final day of *Sunset SAVOR the Central Coast*’s Main Event at Santa Margarita Ranch. *Sunset SAVOR the Central Coast* offers four days of immersive wine and food experiences, from seminars on the latest trends from wine and food celebrities and *Sunset* editors to hands-on culinary adventure tours and exciting evening events at Hearst Castle, Pismo Beach and Vina Robles concert.

Runners who sign up by July 15 can get \$10 off registration for the “Short Stack 5K” (\$40 with discount; \$50 without) or “Tall Stack 10K” packages (\$50 with discount; \$60 without). Fee includes race, short sleeve tech tee and gourmet pancake breakfast. “Flap Jack Fastest-Mile” race participants can sign up for just \$35

(including breakfast). For those who just want breakfast, they can skip the run and buy breakfast for just \$25. All three races benefit Cancer Well-fit, an 8-week fitness program for first-year cancer survivors. Special hotel and SAVOR packages are coming soon for race participants. Visit www.SavorCentralCoast.com for more details.

Midway between Los Angeles and San Francisco, [Sunset SAVOR the Central Coast](#) takes place Sept. 26-29 at various locations in San Luis Obispo County. Guests will experience the Central Coast lifestyle, from guided adventure tours and special events at Hearst Castle, Pismo Beach and Vina Robles to regional wine and food tastings and demonstrations at the Main Event at Santa Margarita Ranch. Find out the **latest event, ticket and hotel offerings** at www.savorcentralcoast.com. Or check us out on our Facebook page, <https://www.facebook.com/SavorCC>, or on Twitter, <https://twitter.com/SavorCC>.

About Visit San Luis Obispo County

Visit San Luis Obispo County promotes San Luis Obispo County through advertising, marketing, public relations and group sales. Its membership base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores. *Sunset SAVOR the Central Coast* is produced and managed by the Bureau. For more information on Visit San Luis Obispo County, please visit www.VisitSanLuisObispoCounty.com.

About *Sunset*

Sunset (www.sunset.com) is the leading lifestyle brand in the West. Through magazines and books, events and experiences, and digital and social media, *Sunset* covers the West's best flavors, destinations, design trends, and innovations. *Sunset* engages and inspires an audience of over five million educated, active and affluent consumers every month through its five regional print editions—Pacific Northwest, Northern California, Southern California, Southwest and Mountain—as well as via all tablet devices and its website. In addition to its print and digital publication, *Sunset* showcases the region's unique lifestyle and noteworthy destinations through its flagship events, established home programs, licensing partnerships, books and International Wine Competition. *Sunset* is part of the Time Inc. Lifestyle Group.

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