



MENDOCINO COUNTY EXECUTIVE OFFICE

NEWS RELEASE

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MENDOCINO COUNTY COAST LISTED AS A TOP PLACE TO VISIT IN 2014 BY THE NEW YORK TIMES

On Friday, January 10, 2014, The New York Times released its annual "Places to Visit" list, with Mendocino County's North Coast taking the No. 3 spot out of 52 destinations. The Coastline is listed alongside destinations and experiences such as Cape Town South Africa's recent renaissance, a revived Downtown Los Angeles culinary scene and the biologically diverse environs of Ecuador including the Galápagos Islands. Specifically, the article mentions the spectacular natural features of the coastline, which has drawn tourists for decades. This includes opportunities for whale watching, hiking, and enjoyment of the rugged coastline that Mendocino County proudly claims as its own. The article also mentions congressional efforts to provide protection for these lands, including an effort to designate the Point Arena-Stornetta Public Lands as a California Coastal National Monument.

Mendocino County Board of Supervisor's Chair John Pinches saw the article over the weekend, stating: "The New York Times has been one of the most widely-read media sources in the country for decades now, if not the entire world. This is a big deal. It's good exposure to help us welcome visitors to come see what we have to offer."

Scott Schneider, head of Mendocino County's official tourism agency Visit Mendocino, imparted, "We're thrilled to see Mendocino County recognized as one of the best places to visit across the globe."

Fifth District Supervisor Dan Hamburg added that he was pleased yet unsurprised to see the mention, saying, "The recognition by The New York Times of the Mendocino Coast as the No. 3 most desirable 'Places to Visit' in the world is gratifying but certainly not surprising to those of us who call this place home. As someone with the good fortune to represent this gorgeous place, I welcome everyone to come and see for themselves. I guarantee that no one will leave disappointed."

The online version of The New York Times article can be found at:
<http://www.nytimes.com/interactive/2014/01/10/travel/2014-places-to-go.html>

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