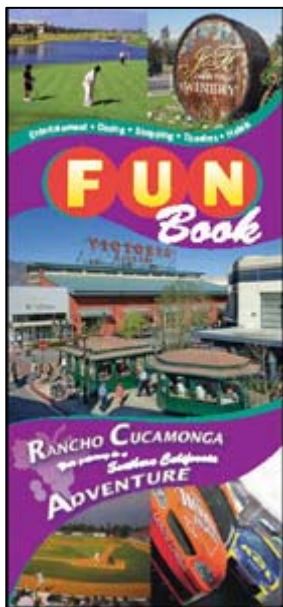




Fun, Fun, Fun...in Rancho Cucamonga

New activity guide is the latest Redevelopment Agency tourism effort

Rancho Cucamonga, CA — The Rancho Cucamonga Redevelopment Agency has just published its new Fun Book for leisure and business travelers, which highlights venues, activities, and events in and around Rancho Cucamonga. The 24-page activity guide is the latest offering by the Agency to promote tourism in the community and the greater Inland Empire region.



The Rancho Cucamonga Fun Book is packed with helpful information on interesting things to do and see, as well as listings of special attractions, restaurants, and hotel accommodations. The guide even includes a cartoon-style map of the City, which identifies popular venues that visitors are certain to be interested in seeing. Incorporated into the Fun Book is a special section called the Route 66 Tour where readers are introduced to points of interest along Foothill Boulevard (Rancho Cucamonga's portion of Route 66). Another unique feature is the Book's listing of Wi-Fi locations where in-town guests can find wireless access points to connect to the Internet.

The Fun Book emphasizes to City visitors and guests that Rancho Cucamonga is their "Gateway to a Southern California Adventure," the key message in the Redevelopment Agency's tourism marketing campaign. The campaign's central theme draws attention to the fact that there are not only a lot of things to see and do in the City, but due to its proximity to other venues (mountain resorts, beaches, and deserts), Rancho Cucamonga serves as the perfect home base when extending a visit to venues outside of the City.

The Fun Books will serve as one of the Redevelopment Agency's key tools for promoting travel and tourism, and they will be distributed free to individuals requesting travel-related information about the community. Copies are also available at local Rancho Cucamonga hotels, shopping areas, and other select venues within the City. Additionally, the Fun Books will be featured at the LA/Ontario International Airport, as well as the new California Welcome Center in San Bernardino, which is scheduled to open May 17th.

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CONTACT: LINDA DANIELS, DIRECTOR
Rancho Cucamonga Redevelopment Agency
Phone: (909) 477-2700
Fax: (909) 477-2848
E-mail: ldaniels@ci.rancho-cucamonga.ca.us