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FOR IMMEDIATE RELEASE

Visit Grover Beach named as finalist in prestigious tourism promotion awards for California destinations

GROVER BEACH — Visit Grover Beach, the new tourism brand for the City of Grover Beach, was recently named a finalist in the Visit California Poppy Awards for Best Overall Destination Brand Identity (under \$1 Million). The Visit California Poppy Awards honor the best and brightest of California tourism promotion and take place at the 2022 Visit California Outlook Forum on February 15, 2022, in San Francisco. Poppy Award recipients are chosen by expert judges from the tourism industry.

According to Visit California, an organization's brand is more than a logo, an ad, or the design language for corporate identity—a brand represents the essence of a destination and reflects its unique character, lifestyle, and assets. The category of Best Overall Destination Brand Identity honors destinations with the best integrated brand programming to support their region's key iconic assets and businesses. The two other destinations named as finalists in this category are North Lake Tahoe Marketing Cooperative and Visit Eureka.

“Grover Beach is a beautiful coastal community for those who live, work, and play here,” said Grover Beach Mayor Jeff Lee. “We are excited to have the new Visit Grover Beach brand recognized as a finalist for this statewide award and appreciate the tremendous work of our partners in our tourism marketing efforts.”

Visit Grover Beach is a partnership of the City of Grover Beach, South County Chambers of Commerce, and Lovely Day Adventure Company. Lovely Day Adventure Company offers creative production and digital marketing services. To stay in touch with the businesses, recreational opportunities, attractions, and events that are part of the unique community of Grover Beach, please visit [visitgroverbeach.com](https://www.visitgroverbeach.com). Follow Visit Grover on [Facebook](#) and [Instagram](#). Please direct questions to info@southcountychambers.com, or call (805) 489-1488.

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