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MONTEREY COUNTY CONVENTION AND VISITORS BUREAU ANNOUNCES LAUNCH OF SUSTAINABLE MOMENTS COLLECTIVE *Local Organizations Join Forces to Promote Sustainability*

MONTEREY, Calif., May 30, 2018 – Monterey County is known for its unmatched scenic beauty - a picturesque rugged coastline, majestic redwoods and lush fields. The awe-inspiring scenery is one of the region's top attractions and draws millions of visitors to Monterey County every year. With more visitors traveling to the area, the Monterey County Convention and Visitors Bureau (MCCVB) announced today the launch of the Sustainable Moments Collective in partnership with the Monterey Bay Aquarium and local organizations in an effort to preserve and protect this breathtaking destination for generations to come.

The Sustainable Moments Collective began this spring as an outgrowth of the MCCVB's destination-wide initiative - Sustainable Moments. The program initially launched in 2015 as a responsible tourism initiative with a focus on conservation, safety and convenience. Sustainable Moments was designed to educate travelers on how to make the most of every moment in Monterey County, while at the same time traveling responsibly.

"Ultimately, responsible tourism is about balance and preserving our incredible destination. Balance between the inspiring experiences travelers are seeking and the quality of life for our residents," said Tammy Blount-Canavan, President and CEO of the MCCVB. "The Sustainable Moments Collective is a group of like-minded organizations who are on mission together to maintain and promote a sustainable destination. It is our responsibility as leaders in the community to strike this balance."

The Collective is comprised of organizations that have already begun to pave the way towards a more sustainable future including the Monterey Regional Waste Management District, Monterey Regional Stormwater Management Program, Monterey Peninsula Water Management District and Monterey-Salinas Transit. The Monterey Bay Aquarium has been a long-time global leader in sustainable practices and tackling issues that affect the health of our ocean.

"Monterey County stands head and shoulders above other destinations when it comes to environmental leadership. From removing single use plastic bags and straws, water conservation, composting food scraps and providing the free MST Trolley, our local government agencies and hospitality partners are providing the kind of experience our visitors expect when they visit the Aquarium and the Monterey Bay," said Barbara Meister, Public Affairs Director at the Monterey Bay Aquarium. "By coordinating our messages through the MCCVB's Sustainable Moments single voice, the Aquarium's mission will align with the actual experiences our visitors will have throughout the destination while furthering the Aquarium's goal of increasing conservation actions here and when our visitors return to their own communities."

As the busy summer season approaches, the MCCVB is also launching a targeted advertising campaign and creating content focused on educating and encouraging current, future and prospective visitors to the destination on how to be more responsible and sustainable travelers. The campaign will run in local media outlets as well as drive markets including the Bay Area. The organization will also be creating informational collateral such as table tents and menu inserts that will be available to local hotels, restaurants, attractions and shops during the summer travel season.

“We need to make sure that visitors are equipped with the information they need to leave the destination just as pristine and beautiful for future visitors and those who call Monterey County home,” said Blount-Canavan.

As part of the Collective’s efforts, the MCCVB has introduced a Sustainable Moments Showcase on its website that features local businesses whose sustainable practices and efforts help make Monterey County an incredible place to live and visit. To learn more, please visit SeeMonterey.com/resources/sustainable/sustainable-showcase/.