



For Immediate Release

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MONTEREY'S OLD FISHERMAN'S WHARF ASSOCIATION LAUNCHES NEW 'REDISCOVER THE WONDERS OF THE WHARF VIP CARD AND COUPON CAMPAIGN'

Monterey, CA. Rediscover the Wonders of the Wharf! Monterey's Old Fisherman's Wharf Association has launched a new marketing campaign to encourage both locals and visitors to come down and enjoy the many delights of Monterey's Old Fisherman's Wharf. The "Rediscover the Wonders of the Wharf VIP Card and Coupon Campaign" includes a special free VIP Card which is downloadable from the website, www.montereywharf.com plus three pages of printable coupons that encompass 27 special offers from many of the Wharf's restaurants, shops, whale watching, fishing and sailing companies and the Wharf Theater. The coupons and VIP card can also be shown on a mobile device to the staff at the participating Wharf locations. An added bonus for locals is 2 hours of free parking at the adjacent Wharf parking lot Monday through Thursday.

According to Mary Alice Cerrito Fettis, President of Monterey's Old Fisherman's Wharf Association, "We are so pleased to offer our visitors from around the world and local residents many more reasons to enjoy Monterey's Old Fisherman's Wharf. It is such a beautiful destination with so much to offer, conveniently located off the rec trail in downtown Monterey! We encourage everyone to go to the website and print out the VIP card and tuck it in your wallet for all of your Wharf visits."

A visit to the beautiful Monterey Peninsula just isn't complete without a rendezvous with Monterey's Old Fisherman's Wharf in downtown Monterey that was built in 1845 for regular passenger and freight service. Known as the "Whale Watching Capital of the World" and a top destination of visitors from around the world, Monterey's Old Fisherman's Wharf provides a wide array of award-winning dining, shopping, live theater, special events, whale watching, bay cruises, glass bottom boats, marine life, fishing and sailing, and strolling leisurely in a gorgeous setting overlooking the Monterey Bay. Savor delicious cuisine at a myriad of fabulous restaurants featuring stunning views and award-winning Italian food, sustainable seafood, steaks including the region's famous clam chowder and calamari. Enjoy salt water taffy, homemade chocolates, caramel apples, cotton candy and many other yummy treats. View sea otters, sea lions, dolphins, sea birds and other wildlife up close and personal that also share the Wharf. Watch people who have gone out and caught their own fish on the local and chartered fishing boats return with their own "catch of the day".

Celebrate the first location in Monterey County where tender abalone was cooked and served in a restaurant. Check out the many fun shops to find the perfect memento of your visit and a variety of unique gifts, Bring your friends, family, and dogs (on leash) for a wonderful visit from morning to evening. Enjoy the exquisite views and the "best place to walk and people watch" in Monterey County! Situated near downtown Monterey, Old Fisherman's Wharf is conveniently located along the Monterey Bay Recreation Trail and has plenty of nearby parking. For more information about Old Fisherman's Wharf, go to www.montereywharf.com or call [\(831\)238-0777](tel:8312380777).