

For Immediate Release

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City of Monterey Votes to Offer 2 Hours of Free Parking 7 Days a Week to Monterey County Locals at Monterey's Old Fisherman's Wharf through December 31, 2014 and during the month of December, 2015

December, 2014, Monterey, CA. It's easier than ever to come and visit the Wharf over the holidays for shopping, dining, whale watching, sailing, strolling and more! The City of Monterey recently voted to offer 2 hours of free parking 7 days a week for locals with "939" ID through December 31, 2014 and also during the entire month of December, 2015. Currently, there is two hours free parking for Monterey locals with ID Monday through Thursday.

Most Old Fisherman's Wharf merchants will be open during the holiday season, some staying open daily throughout the season. Wharf business owners are aware that sometimes the only time people can visit Monterey's Old Fisherman's Wharf is during the Christmas holidays and they are always welcome! Of course, a stroll to enjoy the beautiful views and fascinating marine life is available 365 days a year. The holiday schedule for many Wharf businesses has been posted on the Wharf with a link from the event page at www.montereywharf.com.

According to Mary Alice Cerrito Fettis, President of Monterey's Fisherman's Wharf Association, "We are very pleased to offer free parking for two hours every day during December to our locals. We look forward to having both our Monterey County locals and tourists enjoy all of the Wonders of the Wharf during the festive holiday season."

Locals and visitors can go to www.montereywharf.com to access Monterey's Old Fisherman's Wharf "Wonders of the Wharf VIP Card" free VIP Card promotion linked to three pages of printable coupons that encompass 25 special offers from many of the Wharf's restaurants, shops, whale watching, fishing and sailing companies. The coupons and VIP card can also be shown on a mobile device to the staff at the participating Wharf locations.

For more information, go to www.montereywharf.com or call (831) 238-0777.

About Monterey's Old Fisherman's Wharf:

Monterey's Old Fisherman's Wharf is open 365 days a year including during the holidays (holiday schedule is on the events page on www.montereywharf.com). Visitors to Monterey's Old Fisherman's Wharf will want to plan their visit to include lunch or dinner at one of the many Wharf restaurants. A visit to the beautiful Monterey Peninsula just isn't complete without a rendezvous with 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, a glass bottom boat, 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, grass-fed 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, harbor seals, dolphins, whales, 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. 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.

