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NEWS RELEASE

CELEBRATE CALIFORNIA WELCOME CENTER’S 20TH ANNIVERSARY FRIDAY

ANDERSON, Calif. (Oct. 20, 2017) – The Shasta Cascade Wonderland Association is inviting the public to join in a celebration of the California Welcome Center’s 20th anniversary, located at 1699 Hwy 273 in Anderson on Friday from noon to 2 p.m.

Light refreshments, giveaways, information on mushroom hunting, and activities including gold panning and the people behind the rock painting movement “Redding Rocks” highlight the festivities of the tourism organization.

“We’d like the community to celebrate with us, and while you’re here you can discover an outdoor adventure in a new place you’ve never experienced before,” said Laurie Baker, general manager of the Shasta Cascade Wonderland Association.

It’s also an opportunity for local residents to experience the tourism resources available for visitors to the Shasta Cascade region, which is an area roughly the size of Ohio spanning eight counties – Butte, Lassen, Plumas, Modoc, Shasta, Siskiyou, Tehama, and Trinity – with about 4 percent of California’s population.

The area is abundant in outdoor recreation as it earned the distinction as “California’s Last Frontier” from the San Francisco Chronicle.

Available at the California Welcome Center is museum displays of every county, brochures of attractions for all eight counties and a fall color driving tour brochure, maps of the area, a gift shop of local UpState California products, and tourism specialists to help visitors create a weekend itinerary.

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For more information, contact Shasta Cascade Wonderland Association at the California Welcome Center at 365-7500.

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