FOR IMMEDIATE RELEASE

“Foriously Redding” 360-degree video series to highlight top attractions in Redding Cultural District

REDDING, Calif. (May 29, 2019) – The Redding Convention and Visitors Bureau (RCVB) is releasing a series of 360-degree videos beginning Wednesday highlighting top attractions in the Redding Cultural District to create inspiration for potential travelers to choose Redding as their vacation destination.

The 11 interactive videos average 2 minutes in length and group together multiple locations to feature attractions such as the Sundial Bridge, Turtle Bay Exploration Park, the McConnell Arboretum and Botanical Gardens, Diestelhorst Bridge, Cascade Theatre, Old City Hall and the arts council, Caldwell Park, breweries, coffee shops, dining and shopping.

“The arts, culture and historical locations within the Redding Cultural District are assets Redding should be famous for,” said Laurie Baker, CEO of the RCVB. “These videos are a way to bring more exposure to the Cultural District for both guests and residents.”

One video will be published every day on the Visit Redding Facebook, YouTube and Vimeo accounts and on VisitRedding.com.

There are 14 cultural districts statewide and Redding is one of three rural districts. The Redding Cultural District encompasses world-class features along the Sacramento River and a rising downtown core filled with historical and cultural assets.

“I’m excited that we’ve been able to partner with the Redding CVB to capture the cultural breadth and depth of Redding’s Cultural District through these videos,” said Deb Lucero, executive director of the Shasta County Arts Council. “There’s nothing like actually, well, virtually being able to see a place quickly and easily. It makes you want to visit.”

The RCVB markets Redding as a premier travel destination, generating revenue for the city through transient occupancy tax from overnight stays in lodging properties.

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RCVB social media: Website | Facebook | YouTube | Vimeo

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