

FOR IMMEDIATE RELEASE



Media Contact:

Misty Glasco
Marketing & Events Specialist
Bakersfield Convention & Visitors Bureau
Office: (661) 852-7282
Mglasco@visitbakersfield.com
www.VisitBakersfield.com

February 11, 2016

**It's Here! The Bakersfield Museum Trail Debuts
Cooperative marketing effort aims to lure visitors to local museums**

BAKERSFIELD, Calif. – Where can you explore a turn-of-the-20th century 16-acre village, the largest collection of Shark Tooth Hill Miocene Fossils in the world, scores of endangered animals and plants, and a broad spectrum of visual arts experiences? Only along the Bakersfield Museum Trail.

This new exciting promotion is a 15 mile driving route that connects four unique and family-friendly Bakersfield attractions: Bakersfield Museum of Art, Buena Vista Museum of Natural History and Science, California Living Museum, and Kern County Museum. Along the way, discover some historic sites and points of interest, plus statues of both the first European visitor to our area and a giant Native American.

"The Bakersfield Museum Trail is a unique venture that reflects a collaborative approach among Bakersfield's museum partners," said Visit Bakersfield Manager David Lyman. "Instead of each museum competing for a bigger piece of the pie, the museums are working together to increase the size of the pie."

A new brochure from Visit Bakersfield offers a detailed driving map of the Bakersfield Museum Trail, plus special savings at each museum. The more you visit, the more you save. The Bakersfield Museum Trail brochure is being distributed to almost 1,200 locations in central and southern California, including hotels, attractions, and California Welcome Centers. Locally, the brochure will be available at each museum on the trail, as well as many Bakersfield hotels, the Amtrak Station, and at Visit Bakersfield, 515 Truxtun Avenue. It can be downloaded on-line at VisitBakersfield.com/MuseumTrail. Major funding for the brochure was made possible by the Kern County Tourism Promotion Grant Program through the Kern County Board of Trade.

The Bakersfield Museum Trail seeks to encourage visitors of one museum to explore the others and, in turn, increase attendance at local museums. This new approach also will raise the visibility of Bakersfield's museums among local residents, who regularly act as ambassadors for visiting friends and family members. By encouraging visitors to stay longer, Visit Bakersfield hopes they will increase spending at local museums and local hotels, and have the opportunity to explore other parts of Kern County and spend more money.

The Bakersfield Museum Trail is just one more reason that in Bakersfield, there really is...More to Explore!

###