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EXPLORE BUTTE COUNTY LAUNCHES RESTAURANT WEEK PROMOTION, JANUARY 18 - 27

Program Part of Statewide California Restaurant Month Promoting California's Culinary Experiences

Butte County, Calif. (Jan. 2, 2019) —A dozen Butte County businesses will celebrate Butte County's Inaugural Restaurant Week January 18-27, announced Carolyn Denero, Executive Director of Explore Butte County.

"Butte County Restaurant Week is an incredible opportunity to take advantage of some of most authentic culinary experiences in our destination, not available at any other time of the year," Denero noted. "January is also a great time to experience the diversity of what our area offers, from the 20th annual Snow Goose Festival to hiking to the seasonal Phantom Falls at Table Mountain."

For 10 delicious days, patrons will be able to enjoy literal and figurative "Perfect Pairings" that exemplify the seeming contrasts from around the region. "From the rural to the urban, farm to city, and valley to mountains, Butte County comes together to create a truly special experience for visitors and locals alike," said Denero. "We believe the story of our area can be told through food and the pairings our restaurants have created." For more information and a list of participating restaurants, visit www.ExploreButteCounty.com/Restaurant-Week.

Butte County Restaurant Week is part of the ninth annual California Restaurant Month, designated by Visit California. A record number of **40 destination partners** are participating this year, each with distinct programming, festivals or experiences.

"California's ever-evolving food culture and innovative culinary offerings makes it the perfect destination during our ninth annual California Restaurant Month," said Visit California President and CEO Caroline Beteta. "Communities across the state will showcase their dining highlights, serving up the best dishes and celebrations from Mendocino to San Diego."

For more information about California Restaurant Month, visit www.DineinCa.com.

ABOUT EXPLORE BUTTE COUNTY:

Explore Butte County is a local nonprofit organization dedicated to highlighting amenities of and promoting future travel to participating Butte County Tourism Business Improvement District (BCTBID) jurisdictions, including unincorporated Butte County, Chico, Oroville, Paradise, and Biggs; with an ultimate goal of growing regional tourism resulting in increased economic spending within the region. For more information, please call (530) 918-4585 or visit us online at www.explorebuttecounty.com.

All media inquiries regarding Butte County Restaurant Week should be directed to Ashley Baer at restaurant@explorebuttecounty.com

ABOUT VISIT CALIFORNIA:

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state’s travel industry – that inspire travel to California. Travelers spent \$132 billion in 2017 in California, directly supporting more than 1.1 million California jobs and \$10.9 billion in state and local tax revenue. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.

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