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## VISIT OAKLAND RELEASES INSPIRATION GUIDE 2016

*Redesigned visitor guide & original artwork focuses on Oakland's unique culture, authenticity*

(Oakland, CA) — [Visit Oakland](http://www.visitoakland.org), the city's official destination marketing organization, celebrates the release of their new Visit Oakland "Inspiration Guide" for the 2016/17 year.

The newly-designed visitor guide, published by [Diablo Publications](http://www.diablopublications.com), breaks away from past versions inside and out. The publication starts with an eye-catching cover, an original illustration commissioned by [Big Friend Co](http://www.bigfriendco.com), specifically for this year's print. The illustration pays homage to the many attractions and assets that make Oakland the travel destination – from the city's majestic redwood forests, to its vibrant arts and music scene, to its deep history and culture connected to the Port and the developing waterfront. The guide's magazine-style layout is also completely revamped to reflect original editorial content and custom photos.



"Oakland continues to attract visitors from all across the world. More travelers are choosing Oakland to vacation and plan events which makes our newest inspiration guide so timely for potential visitors," says Mark Everton, President & CEO of Visit Oakland. "We're proud to redesign the visitor guide into a fun and entertaining publication that reflects the vibrant, hip and genuine aesthetic that is truly Oakland."

"Oakland has so many fantastic stories to tell! It was truly exciting for our team to be involved in the sharing of those stories and to help bring all of Oakland's many inspirations to each page," says Barney Fonzi, President of Diablo Publications.

The content-driven and photo-centric Visit Oakland Inspiration Guide is available now throughout the Bay Area. Over 75K copies of the guide will be distributed at all major airports, California State Welcome Centers, neighboring tourism bureaus, Oakland hotels, and Oakland attractions. The complimentary visitors guide may be requested a number of ways:

**ONLINE** at [www.visitoakland.org/explore/visitor-guide](http://www.visitoakland.org/explore/visitor-guide)

**BY PHONE** at (510) 839-9000

**IN-PERSON** at the Visit Oakland Visitor Center in Jack London Square (481 Water Street)

To continue to be inspired by Oakland, follow [@VISITOAKLAND](https://twitter.com/VISITOAKLAND) and [#OAKLANDLOVEIT](https://twitter.com/OAKLANDLOVEIT) on social.

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### ABOUT VISIT OAKLAND

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, see our website at [www.visitoakland.org](http://www.visitoakland.org).

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