

FOR IMMEDIATE RELEASE



POW! THE CATALINA WINE MIXER IS BACK

September 10 – 11, 2021 at Descanso Beach Club on Catalina Island

AVALON, CALIF. (AUGUST 12, 2021) - The Catalina Wine Mixer is returning on September 10-11, for its sixth year at Descanso Beach Club on Catalina Island. This year boasts an assortment of offerings between Friday and Saturday, including special VIP programming, wine tastings from more than 15 wineries, a variety of live music, and much more.

"We are absolutely thrilled to see The Catalina Wine Mixer return. Over the past six years, we've grown the event from a one-day wine tasting to a full two-day experience. It's a growing celebration that we love hosting on Catalina Island," said Roberto Perico, senior vice president of hospitality at Catalina Island Company.

The event kicks off on Friday evening with a screening of *Step Brothers* in the iconic Avalon Theatre in the Catalina Casino, followed by a late-night beach party on the sand at Descanso Beach Club, Southern California's most unique beach experience, to the sounds of DJ Michael Basic. On Saturday, wineries will line the lawn at Descanso Beach Club with musical entertainment featuring bands within a unique spectrum of sounds – country, rock, reggae, ska, among others – with Common Sense and Splyce headlining the evening.

"Descanso Beach Club on Catalina Island is a one-of-a-kind venue. Beach cabanas and chaise lounges, soft white sand, a large lawn, and a versatile indoor-outdoor combination help us create exceptional programming," said Dave Stevenson, senior vice president of sales and marketing at Catalina Island Company.

For those looking for an unforgettable experience, VIP admission includes an exclusive welcome reception at Island Spa Catalina on Friday, hosted by RUSACK Vineyards. Guests will be treated to an evening with passed appetizers and unlimited tastings, as well as the musical elements of singer/songwriter Jason Feddy. VIP tickets also include admission to the Friday evening screening of *Step Brothers* in the Catalina Casino. Saturday's VIP programming consists of an all-day reception at the Catalina Wine Mixer, where you can enjoy unlimited house wine, heavy hors d'oeuvres and comfortable seating for the duration of the event.

Visitors to Catalina Island can extend their experience with a variety of unforgettable activities. Zip lining at the Zip Line Eco Tour is an exhilarating and top-rated adventure, while the challenging Catalina Aerial Adventure high ropes course will test even experienced thrill-seekers. Those seeking extreme adventure can venture into the backcountry on a biofuel Hummer tour for a chance to spot wildlife including bison or Catalina's native island fox. Guests looking for peace and tranquility may opt for some respite at the beautiful Island Spa Catalina.

Event tickets, wine tasting tickets, and hotel/ticket packages are available at CatalinaWineMixer.com. Camping reservations are also available at Hermit Gulch Campground, just over a mile walk from the event site, by calling 310.510.4205.

###

ABOUT CATALINA ISLAND COMPANY

Catalina Island's premier resort operator, Catalina Island Company, provides exceptional guest experiences with dining establishments, hotels, a beach club, entertainment venues, and more than a dozen land and sea tours and activities. The newly renovated Hotel Atwater joins the other Avalon accommodations at Mt. Ada and the Pavilion Hotel. Other notable entities include Descanso Beach Club, home of Catalina's only beachside restaurant and bar, as well as the Zip Line Eco Tour, Catalina Aerial Adventure, and Catalina Falconry Experience, all part of Descanso Adventures. Catalina Island Company also has an extensive portfolio of premier meeting and event venues, including oceanfront Catherine's Terrace at Descanso Beach Club and the Avalon Boardroom in Hotel Atwater. Additionally, Catalina Island Company operates the village of Two Harbors on Catalina's west end, including Harbor Sands, Banning House Lodge & Villas, Harbor Reef Restaurant, several campgrounds, and more. For additional information, go to VisitCatalinaIsland.com.

Media Contact:

Kristin Leigh Metcalfe
Senior Director, Marketing & Communications
Catalina Island Company
310.510.7427
kmetcalfe@scico.com