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**FOR IMMEDIATE RELEASE**

## **VISIT SLO CAL RETURNS AS THE HOST SPONSOR FOR THE 2024 SPARTAN RACE AT ICONIC SANTA MARGARITA RANCH**

*Visit SLO CAL partners with Visit SLO and Visit Atascadero, to showcase local culture and outdoor adventure in the region during the Spartan Trifecta Weekend, November 2-3*



**(High-Res images available [HERE](#), all credited to Spartan Race)**

**San Luis Obispo County, California, October 16, 2024** – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL) is pleased to return as the host sponsor of the 2024 Spartan Race, taking place November 2-3 at Santa Margarita Ranch (Santa Margarita Ranch, 5995 W Pozo Rd, Santa Margarita, CA). This year, VSC is collaborating with [Visit SLO](#) and [Visit Atascadero](#) to elevate the event experience and showcase the SLO CAL region's diverse mix of outdoor adventure, vibrant local culture and unique SLO CAL experiences. Locals and visitors worldwide are encouraged to immerse themselves in the [Spartan Trifecta Weekend](#).



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VSC will offer an engaging on-site activation, featuring a social media selfie wall, swag giveaways and a chance to win a \$200 wellness basket filled with locally crafted [SLO CAL Crafted](#) products from artists, crafters and farmers.

The Spartan race will be held at SLO CAL's iconic Santa Margarita Ranch. Santa Margarita Ranch was established in 1841 and originally covered 17,000 acres. At present, it is among California's oldest continuously operating cattle ranches. Since 1999, the 14,000-acre Santa Margarita Ranch has been owned by three local winegrowing and ranching families – the Filippinis, Rossis and Wittstroms – who have maintained its tradition of hospitality while preserving its role as a working cattle ranch and a world class vineyard. Nestled between rugged mountains and rolling hills, Santa Margarita Ranch offers a private airstrip, a picturesque vineyard, an antique train, five ziplines, equestrian facilities and more.

VSC welcomes both participants and spectators alike to enjoy the region's breathtaking landscapes, ideal weather and unique cultural offerings. Hosting the Spartan Race in SLO CAL presents a perfect opportunity for visitors to discover the region's outdoor adventures and rich heritage.

"We're thrilled to bring the Spartan Race back to SLO CAL," said Cathy Cartier, President & CEO of Visit SLO CAL. "This event is more than just a test of endurance – it's a gateway to experiencing everything SLO CAL offers, from our outdoor lifestyle to our renowned hospitality and wine culture."

The Spartan Trifecta Weekend will feature multiple obstacle course races, trail races, kids races and even the Trifecta Pass for those wanting to conquer all three distances. Tickets are available at [Race.Spartan.com](https://Race.Spartan.com).

### **Event Schedule:**

#### **November 2**

- Beast: 21K (30 obstacles)
- Ultra 50K (60 obstacles)
- 2024 Trifecta Pass: Complete all three distances

#### **November 3**

- Sprint 5K (20 obstacles)
- Super: 10K (25 obstacles)
- Spartan Trail 10K, 50K and Half Marathon

#### **November 2-3**

- Kids Race 1-3KM + Obstacles



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For more information about the event, visit [slocal.com/events](https://slocal.com/events). For more information about Visit SLO CAL, visit [slocal.com](https://slocal.com) or email Mayla Lohnes at [mayla@slocal.com](mailto:mayla@slocal.com) for media inquiries.

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**ABOUT VISIT SLO CAL:**

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Visit SLO CAL is responsible for promoting SLO CAL as an attractive travel destination and enhancing the public image as a dynamic place to live and work. Through the impact of travel, Visit SLO CAL strengthens the economic position and provides opportunity for all people in the community. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, go to [slocal.com](https://slocal.com).

**ABOUT SLO CAL:**

South of the Bay and north of LA, SLO CAL is conveniently located midway between San Francisco and Los Angeles. It features more than 100 miles of breathtaking coastline and expansive vineyards covering over 40,000 acres. The area's scenic open roads are beyond compare and its stretch of Highway 1 is an unforgettable journey through some of California's most captivating coastal landscapes. For more information, go to [slocal.com](https://slocal.com).

**ABOUT SPARTAN RACE:**

Visit SLO CAL's SLO CAL Summit is an annual celebration of the tourism industry. This event brings together multiple sectors throughout SLO CAL including lodging investors, tourism-facing businesses, elected officials and destination marketing organization (DMO) partners for an afternoon of education, updates from SLO CAL's President & CEO and networking. For more information, go to [race.spartan.com](https://race.spartan.com).