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**VISIT SLO CAL LAUNCHES “*SUSTAINABLY SLO CAL*”
VIDEO IN CELEBRATION OF EARTH DAY**

*The video launch spotlights sustainability efforts across
SLO CAL communities in honor of Earth Day*



Image assets available for download [HERE](#) (Courtesy of Visit SLO CAL)

San Luis Obispo County, California (April 17, 2025) – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for [San Luis Obispo County](#) (SLO CAL) announces the launch of its newest sustainability-focused video, “Sustainably SLO CAL,” in celebration of Earth Day 2025. The official video is available [HERE](#) for download (Courtesy of Visit SLO CAL).

Created in partnership with creative marketing and production agency, Pensara, the video is part of VSC’s ongoing [Sustainably SLO CAL](#) initiative and celebrates the region’s commitment to environmental stewardship. Through storytelling and local voices, the video showcases how sustainability is embedded in the culture, businesses and landscapes of the region.

“This video is a visual love letter to the people, place and pace that drive sustainability in SLO CAL,” said Cathy Cartier, President & CEO at Visit SLO CAL. “Our region is deeply committed to fostering a sustainable future. Through collaboration with local businesses and communities, VSC is dedicated to highlighting sustainable tourism businesses that benefit both our residents and visitors, ensuring that SLO CAL thrives for generations to come.”



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Featured in the video are local changemakers whose innovative practices and authentic passion are shaping a more sustainable future. These individuals and businesses, some of which are part of the [SLO CAL Crafted](#) program, embody the region's commitment to sustainability:

- [Life Elements](#) – Family-owned wellness company specializing in skin and body care with nature-based ingredients. Every product is thoughtfully crafted using elements sourced from the earth to support those experiencing pain, sleep challenges and anxiety. Life Elements' commitment to sustainability extends to eco-friendly packaging that is compostable, biodegradable and recyclable.
- [Lazy Arrow Adventures at Camatta Ranch](#) – Nestled in Santa Margarita, the 27,500-acre multigenerational ranch is rooted in sustainability and regenerative agriculture. Guests can tour, stay overnight or attend seasonal gatherings, all set within one of SLO CAL's largest conservation easements.
- [Couleur de la Vie](#) – Meaning "Color for Life," this sustainable business focuses on natural dyeing using plant pigments, food waste and homegrown flowers. Natural fabrics like silk, linen and cotton are bundled and steamed to reveal one-of-a-kind patterns. Couleur de la Vie reflects the power of art in the region, where even the byproducts return gently back to the earth.
- [Firestone Walker Brewing Company](#) – Family-owned business, using the "Brewing for Tomorrow" initiative that powers 60% of operations with solar energy and cuts 1,200 metric tons of emissions annually. They also use a CO2 recovery system with an anaerobic digester to generate electricity and capture 5 million pounds of CO2 each year, benefiting both their operations and the community.
- [Cal Poly Pismo Clam Project](#) – Led by a Cal Poly professor, this research initiative explores the decline and natural recovery of Tivela clams, offering hope for coastal ecosystems. The project engages students in hands-on work, fostering environmental stewardship and leadership while emphasizing the need to protect local beaches and oceans for a sustainable future.
- [Surf Gems](#) – Local creator and surfer Abby Ahlgrim turns excess surfboard resin into jewelry, creating sustainable and wearable art. Five percent of their sales are donated to nonprofits focused on social and environmental justice and sustainability each year.
- [Hotel San Luis Obispo](#) – A modern, urban resort in the center of downtown SLO. As a green hotel, a portion of its occupancy tax supports the Keys for Trees program, which helps plant trees throughout the community.



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- [Niner Wine Estates](#) – An estate winery that embraces a deep connection to the land they farm. They use solar power, recycle all roof and drain water through a pond filtration system for vineyard reuse and grow fresh produce on-site. Their wines reflect the land and the people behind them.

Rooted in the idea that awareness inspires experience, experience inspires intention and intention inspires action, the Sustainably SLO CAL initiative is designed to connect travelers and locals alike to the region’s sustainability ethos.

Through this video, VSC invites viewers to discover not only the breathtaking beauty of the region, but the people and practices preserving it. Even travelers who may not seek out eco-tourism can feel confident knowing their visit supports a region that values sustainability as a way of life.

Sustainable tourism remains a core pillar of VSC’s strategic vision, ensuring that the region continues to thrive ecologically, economically and socially for generations to come.

As the official DMMO for SLO CAL, VSC values its investors, partners and stakeholders and the diverse communities comprising SLO CAL, including Ragged Point, San Simeon, San Miguel, Paso Robles, Templeton, Cambria, Harmony, Cayucos, Creston, Atascadero, Santa Margarita, Pozo, Shandon, Cholame, Morro Bay, Baywood Park-Los Osos, San Luis Obispo, Edna Valley, Arroyo Grande, Avila Beach, Shell Beach, Pismo Beach, Grover Beach, Oceano and Nipomo.

For more information about VSC’s Sustainably SLO CAL initiative, visit slocal.com/sustainability or email Mayla Lohnes, mayla@slocal.com.

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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, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 100 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California’s most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area’s reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL’s unique charm to travelers from around the world. For more information, visit slocal.com.



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