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**FOR IMMEDIATE RELEASE**

## **Calistoga Chamber of Commerce and Visitors Bureau Unveil New Brand for Destination**

*Board of Directors, Business Owners and Community Members Celebrate New Look and Feel for Calistoga*

**Calistoga, Calif. (July 27, 2013)** – In collaboration with The Napa Valley Tourism Improvement District Committee, the Calistoga Chamber of Commerce and Visitors Bureau today announced a new brand strategy tagline and logo for Napa Valley’s most unique destination. The new branding will be used in various collateral materials, visitor guides and maps, across social media platforms, on the Calistoga Shuttle and on the destination’s new website.

Calistoga’s new logo captures a variety of unique characteristics that set the city apart from the other areas of Napa Valley; the palisades that welcome hiking, biking and other recreational activity; the water, which represents hot springs, mineral water and mud; and vineyards, which call out to the one-of-a-kind wineries located throughout Calistoga.

Accompanying the logo is a new tagline, which reads “Make Napa Valley Yours.” The tagline encompasses the essence of Calistoga. Creating a unique experience time and time again is what travelers experience while in town and what brings them back for more.

“The City of Calistoga is unlike any place in the world and travelers are able to create unique, personal experiences each time they visit us,” said Chris Canning, president of the Calistoga Chamber of Commerce. “From the intimate hospitality, to relaxing spas, delicious restaurants and endless options for ones itinerary, Calistoga is the perfect place to ‘make Napa Valley yours.’”

The Calistoga Chamber of Commerce and Visitors Bureau hired Marketing and Communications agency, AugustineIdeas to work with members of the business community on the re-brand. Through a series of discovery meetings with the Visit Calistoga Marketing Committee, local business owners, Calistoga lodging representatives and other members of the community, the meaning of Calistoga and the city’s role within the entire Napa Valley was defined.

“When you wine taste in Calistoga, you’re most likely tasting with the winemaker themselves,” said Carolyn Hernandez, marketing and public relations manager for the Calistoga Chamber of Commerce. “When you rent a bicycle from the local rental shop, you’re probably learning about the equipment from the store owner. That’s the kind of place Calistoga is .You just don’t get that anywhere else in the Valley.”

Calistoga’s new brand strategy was formerly presented on July 10, 2013 to over 200 Chamber members at a Brand Launch Celebration event, which was held at Chateau Montelena in Calistoga.

To view the new logo, tagline and brand design, visit [VisitCalistoga.com](http://VisitCalistoga.com) and “Like” Calistoga on [Facebook](https://www.facebook.com/CalistogaVisitors).

### **About Calistoga Chamber of Commerce**

The city of Calistoga is a Napa Valley town known for its natural geothermal waters, popular spas, relaxed atmosphere, wide variety of wineries and great dining. For information about lodging and dining options, local wineries, spas and events in Calistoga, visit [www.VisitCalistoga.com](http://www.VisitCalistoga.com). You can also find the Calistoga Chamber on Facebook at [www.facebook.com/CalistogaVisitors](https://www.facebook.com/CalistogaVisitors).

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