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FOR IMMEDIATE RELEASE

Pasadena – a Desired Southern California Destination for World Travelers in 2009 and Beyond

World Class Events and Trademark Flea Market Shopping, Culinary Adventures, Iconic Architecture and Seasonal Gardens are Among the City's Offerings; Rock Legends U2 and Internationally Renowned Soccer Teams - Chelsea FC and Inter Milan to Play in Pasadena's Historic Rose Bowl Stadium in 2009

Pasadena, Calif., (April 13, 2009) – Pasadena, one of the most exceptional cities in all of Southern California, has become such a desired destination for world-class events that rock legends U2 has selected Pasadena's [Rose Bowl Stadium](#) as its only Southern California appearance on October 25, 2009. The legendary group had the fastest sell out and largest concert attendance in Rose Bowl history as 90,000 tickets were sold for the band's upcoming U2 - 360° Tour. Moreover, internationally renowned soccer teams Chelsea FC and Inter Milan will come to Pasadena to compete in the inaugural *World Football Challenge* at the Rose Bowl Stadium on July 21, 2009. The *World Football Challenge* will give soccer fans the unprecedented opportunity to see global superstars such as John Terry and Adriano play live in the U.S. and experience first-hand the fast-paced, skillful competition that has made soccer the most popular sport in the world.

In addition to these superb events, Pasadena continues to be a culinary and cultural destination. The following are but a few notable events and attractions:

- [Melting Pot Food Tours](#): when you're the birthplace of Julia Child, you're destined to be one of the top cities in the region for gastronomy. In keeping with that tradition is the Melting Pot Tours walking tour. Look this summer for a new kind of culinary adventure when Melting Pot Food Tours launches the only food tasting tour of its kind in Pasadena. This lively and fun walking tour will feature food tastings all along the way and acquaint guests with the cafes, shops and eateries that make Old Pasadena a culinary destination in its own right!

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Pasadena – a Southern California Destination for World Travelers/2-2-2

- [The Huntington Art Gallery](#): located at the Huntington Library, Art Collections, and Botanical Gardens, the Huntington Art Gallery has recently reopened after a \$20 million renovation. The gallery now includes 5,300 additional square feet of public space; new interpretive components; and new gallery presentations of approximately 1,200 objects of European art. The renovation also will bring to light original architectural features that previously had been obscured and will offer Los Angeles and its visitors an enhanced experience with one of the finest collections of European art in the nation, as well as a more accurate sense of the lifestyle of one of the most prominent millionaires of the early 20th century.

[The Pasadena Convention & Visitors Bureau \(CVB\)](#) also has made significant changes that will help the world traveler visiting Pasadena. They include:

- **New Location:** the Pasadena CVB has now relocated its Visitor Center and offices to the Pasadena Convention Center complex, centrally located in the city. The convention center recently completed its \$150 million expansion and includes a 55,000 square foot exhibit hall and 25,000 square foot grand ballroom. The Visitor Center is now conveniently surrounded by shopping, dining and entertainment options.
- **New Visitor Kiosk:** visitors may now take advantage of the new, multi-lingual, interactive information kiosk. The kiosk's many features include information translation into 13 languages, point to point mapping, descriptions and directions to shops, restaurants, attractions, hotels and other visitors services. Additionally, visitors may book their hotel or attraction tickets using the kiosk's online or phone option. This new technology is the first of its kind and the Pasadena CVB is the first visitor center in the United States to bring it to visitors.
- **artpass:** the artpass enables visitors to choose from five easy artpass options offering specific themed attraction visits or to customize an experience and discover Pasadena ticketed institutions. The five artpass themed options may also be combined with a hotel, inn or bed and breakfast to make a weekend getaway. Available online at visitpasadena.com or through the visitor kiosk.
- **Pasadena Simply More Value Offers:** visitors may pick up the latest offer booklet featuring nearly 70 offers for savings on dining, shopping, attractions and health and beauty services in Pasadena. Available at the Visitors Center.

Pasadena continues to be a top location for the motion picture and television industry as nearly 470 productions were filmed in the city in 2008. Recent and upcoming films shot in Pasadena include *Live Free or Die Hard* and *Iron Man 2*, which is scheduled for release in 2010.

The Pasadena CVB is a non-profit organization dedicated to promoting Pasadena as a desirable meeting, convention, and leisure travel destination. For more information contact the Pasadena Convention & Visitors Bureau at 800.307.7977 or VisitPasadena.com.

