



FOR IMMEDIATE RELEASE

Media Contact: **Clara Carter**
Office: 619-265-2561
Email: clara@mccsn.com

San Diego's 1st Multicultural FAM Tour A Resounding Success!
National Meeting Planners Considering San Diego for business

San Diego, CA. September 24, 2007 - The Multi-Cultural Convention Services Network (MCCSN) held its 1st Multicultural Familiarization Tour in San Diego on September 13-16. Attended by 17 ethnically diverse national meeting planners, the three and a half day tour entitled, "The Hidden Treasures of Mission Valley," was a smashing success. The host hotel, Town and Country Resort and Convention Center, rolled out the red carpet for the guests offering them royal treatment and VIP accommodation throughout their stay.

Clara Carter, president and founder of MCCSN, stated "the purpose of the FAM Tour was to bring more ethnically diverse meetings into the city of San Diego and to tap into the \$100 billion dollar minority hospitality and tourism market, while showcasing Mission Valley's special attractions." MCCSN exposed the planners to the rich cultural tapestry of San Diego through entertainment, music and unique meeting venues. Guests were shown the best that city has to offer and the ease of navigating from Mission Valley to various points of interest around San Diego.

Through the generous support of local sponsors, MCCSN was able to present the city in a way that the guests had never experienced before including; a private guided MTS Trolley ride from Fashion Valley to 47th and Euclid station (where guests enjoyed lunch at Magnolia's Authentic Southern Dining at Market Creek Plaza); a relaxing Hornblower cruise around San Diego Bay; an adventurous tour on the USS Midway; a formal dinner at the San Diego Convention Center Corporation, a show stopping performance by Lenny Williams (Tower of Power fame) at Legends Night Club and an uplifting Gospel Choir at the House Of Blues.

Based on a sampling of the comments made by the participants, the event was an enormous success. MCCSN is confident that future bookings will result from the tour.

"This was the best FAM Tour I've ever been to. We are definitely booking our next meeting in San Diego." ~ Toni Martin, Blacks in Government

"Well organized – it was great!" ~ Goodwillie Pierre, National Bar Association

"This (tour) was well planned with excellent attention to detail." ~ Gloria Herbert, Black Meetings and Tourism Magazine

MCCSN and the host committee would like to thank the following partners for contributing to the success of San Diego's 1st Multicultural FAM Tour: the Town and Country Resort and Convention Center, Southwest Airlines, Cloud 9 Shuttle, Mission Valley Tourism Council, San Diego Convention Center Corporation, San Diego Convention and Visitors Bureau, Sycuan Band of the Kumeyaay Nation, SDG&E/Sempra

Utility, Metropolitan Transit System, Balboa Park Marketing, Casa Guadalajara, The Wave House, Southeastern Development Corporation, Black Meetings and Tourism Magazine, SCORE, Urban League of San Diego County, among many others.

Plans are already underway for the 2nd Multicultural FAM Tour. More information about the 2008 FAM and MCCSN can be found at www.mccsn.com

To schedule an interview or request FAM photos/DVD please call Clara Carter at 619-265-2561 or email her at clara@mccsn.com.

###