



## **FOR IMMEDIATE RELEASE**

### **California Wine Tours announces fan shuttles for San Francisco 49ers Games**

*Sonoma/Napa based California Wine Tours is decreasing the carbon footprint of the San Francisco 49ers by providing shuttle transportation for North Bay fans to the team's home games. These shuttles will take hundreds of cars off Bay Area roads while providing a luxurious, fun and stress free ride for ticket holders. The shuttles depart from Larkspur, Sonoma, Rohnert Park, Santa Rosa, Petaluma, Napa and Vallejo.*

**Napa/Sonoma, CA – July 8, 2009** – San Francisco 49ers fans can score big by riding the North Bay 49er Fan Express provided by California Wine Tours. Shuttles run from seven North Bay cities and will take hundreds of cars off the roads during football season and help to reduce congestion in and out of Candlestick Park. “Not only are riders going to reduce their carbon footprint by riding the shuttles, we are also going to make the bus rides fun,” says Mike Marino, President/CEO of California Wine Tours.

A ride on the California Wine Tours 49ers Fan Express costs between \$25 to \$30 roundtrip and includes complimentary water, free high-speed internet access, restrooms and a luxury motor coach driven by a highly trained chauffeur. The shuttles will depart from:

- Larkspur/Ferry Terminal - 100 Sir Francis Drake Blvd - Larkspur
- Sonoma – California Wine Tours 22455 Broadway - Sonoma
- Santa Rosa - Golden Gate Transit bus terminal at Piner Road and Industrial – Santa Rosa
- Rohnert Park – Park and Ride - Rohnert Park Expressway – Rohnert Park (NEW THIS YEAR!)
- Petaluma – Petaluma Fairgrounds, 100 Fairgrounds Drive – Petaluma (NEW THIS YEAR!)
- Napa – California Wine Tours/Evans, 4075 Solano Ave – Napa (NEW THIS YEAR!)
- Vallejo – pick-up location TBA

New this year are several items designed to increase the spirit and engagement of San Francisco 49ers fans. Playing on the buses will be 49ers game highlights, Super Bowl replays and other NFL promo videos. California Wine Tours along with the 49ers are sponsoring raffles on each coach to include 49ers memorabilia and gift certificates for limo rides. There will be one grand prize raffle of a luxury experience for the final home game – private limo ride for four guests, four tickets to the game, gourmet tailgate party, including lunch and beverages. “We wanted to thank the fans that ride the shuttles by elevating their experience with the videos and prizes. Hopefully this will also motivate other ticket holders to get their cars off the roads and to share a ride to the game.”

Golden Gate Transit coordinated this service for 30 years until changes with Federal bus charter regulations no longer allowed public transit organizations to provide transportation for charters. “The staff at Golden Gate Transit has been very helpful in getting out the word that California Wine Tours is now the source for the North Bay fan shuttles,” comments Marino. “It is impressive to see the team work that is taking place all over the Bay Area as we all work together to transition these shuttles away from public transit authorities to the private sector,” continues Marino.

For more information on schedules, departure locations, pricing and reservations, visit [www.49ersbus.com](http://www.49ersbus.com) or send an email to [49ersbus@californiawinetours.com](mailto:49ersbus@californiawinetours.com). They can be reached via telephone 24/seven at 707-265-4300.

### **About California Wine Tours**

For over a quarter century, California Wine Tours has provided the finest in wine country transportation. Mike Marino started the company in 1986 with the purchase of one limo. His commitment to hiring top notch and experienced drivers combined with the luxurious, highest quality vehicles has made California Wine Tours the largest transportation fleet in Northern California. As a full service transportation company, they can accommodate groups of any size. California Wine Tours operates sedans, SUV’s, limousines, luxury limo vans, mini-buses, motor coaches and environmentally friendly vehicles as well as the Evans Airport Shuttles from Oakland and San Francisco Airports to/from Napa and Vallejo.

### **Contact Info for California Wine Tours:**

Mimi Gatens  
Director of Marketing  
California Wine Tours  
4075 Solano Avenue  
Napa, CA 94558  
And  
22455 Broadway  
Sonoma, CA 95476  
[www.californiawinetours.com](http://www.californiawinetours.com)  
[mimi@californiawinetours.com](mailto:mimi@californiawinetours.com)  
800-294-6386  
707-255-0753 (fax)  
707-312-0425 (mobile)

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