

## **“ABOUT the TRI-VALLEY” NEW PROGRAM DEBUTS ON TV 30**

PLEASANTON, CA – (1.18.16) - What’s happening in the Tri-Valley? On TV30’s new lineup of programs for 2016 is *About the Tri-Valley*. The premiere show highlights Visit Tri-Valley, a destination marketing organization serving Danville, Dublin, Livermore and Pleasanton. Host Dr. Marshall Kamena, president of the TV30 Foundation, interviews Visit Tri-Valley president, Barbara Steinfeld.

*About the Tri-Valley* is currently airing on Comcast TV Channel 30 and AT&T U-verse via Channel 99. The program may be viewed anytime and anywhere via video on demand on the TV30 website at [www.tv30.org](http://www.tv30.org).

Dr. Marshall Kamena, TV30 Foundation President, said, "So much is happening here locally it seems a likely time to expand Community Television’s production scope. *About the Tri-Valley* may embrace any interesting theme or time period about all things Tri-Valley. History, science, vintners, the arts, children, entrepreneurship, recreation, and quality of life will all be in the mix."

Kamena added, "Our first new show of 2016 features two natural partners. *About the Tri-Valley* is one and Visit Tri-Valley is the other. Visit Tri-Valley is the previous Tri-Valley Convention and Visitors Bureau."

Melissa Tench-Stevens, TV30’s executive director commented, "Visit Tri-Valley is the comprehensive dispenser of current events information and knowledge of Danville, Dublin, Livermore, and Pleasanton. It is ably headed by Barbara Steinfeld, the president. Barbara is a founding member and past chair of the Cultural & Heritage Tourism Alliance."

"The Tri-Valley may be known for its world-famous wines, but these days, vino isn’t the only beverage drawing crowds here, says Steinfeld. "The 'Tri-Valley Beer Trail' is a growing collection of 16 craft breweries, taprooms, and restaurants from Danville to Livermore."

The current marketing efforts of Visit Tri-Valley are focusing on promoting shopping & dining, visiting the quaint downtowns, hiking and biking, attending weekend sporting competitions, wine country and the beer trail.

In this episode of *About Tri-Valley*, it is pointed out that for Joyce Scardina Becker, nothing compares to weddings. "Here in the Tri-Valley, there’s no shortage of those, thanks to a booming local wedding scene." Becker is the author of *Countdown to Your Perfect Wedding*. Our Tri-Valley offers a lovely wine country experience without the high price tag or restrictions of California’s other wine country areas. It’s also a more economical alternative for guests traveling to a wedding, since hotel room rates are typically much lower here. The warm weather lets couples enjoy outdoor receptions in the evening as well.