



Convention & Visitors Bureau

408 Almaden Boulevard
San José, California 95110
Phone: 408.295.9600
Fax: 408.295.3937
Web: www.sanjose.org

News Release

FOR IMMEDIATE RELEASE

CONTACT: Marie Rothhauser, PR Manager
408.792.4125
mrothhauser@sanjose.org

GETTING TO KNOW SAN JOSE JUST GOT EASIER

San José Convention & Visitors Bureau Introduces 2004-05 *Official Visitors Guide*

SAN JOSE, CALIF. – August 12, 2004 – Visitors interested in exploring San José can now get to know one of the best major metropolitan destinations in the world with a valuable new resource guide in tow. The San José Convention & Visitors Bureau (SJCVB) today introduced the availability of its 2004-05 *Official Visitors Guide (OVG)*.

As a non-membership based organization, the SJCVB aims to provide visitors the most comprehensive, all-inclusive guide of services available from accommodations, transportation, nightlife and entertainment to dining, shopping, golf and cultural institutions.

Visitors will find the 2004-05 *OVG* not only easy to navigate through, but the images and photography used within the guide capture San José as a vibrant arts and cultural entertainment centre.

The 2004-05 *OVG*, which can be requested by visiting the SJCVB's web site at www.sanjose.org or by calling 1.800.SAN.JOSE, was produced by Weaver Official Publications, a full-service publisher with more than 17 years experience working with the convention and visitor industry.

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>.

##