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**WESTERN CULTURE SPURS ADVENTURE IN THE GREAT OUTDOORS AT
ALISAL GUEST RANCH AND RESORT**

Wild West Family Reunions On Tap

(SOLVANG, Calif.)—From traditional rodeos and western-style barbecues to fly fishing on Alisal Lake, a myriad of family reunion activities are on the agenda at the full-service Alisal Guest Ranch and Resort, nestled in the heart of Santa Barbara’s wine country.

California’s preferred family destination for more than half a century, the Alisal creates an unparalleled experience for families. The 10,000-acre working cattle ranch offers 73 cozy guest cottages and suites with activities appealing to every family member including horseback riding, two 18-hole championship golf courses, seven tennis courts, volleyball, swimming, fishing, canoeing and kayaking at the resort’s 100-acre spring-fed lake.

“What makes this legendary year-round resort unique is its wide-open landscapes, diversified activities and safe, self-contained environment. The Alisal is one of the few places where time seems reluctant to move forward,” says General Manager David Lautensack.

Families have been returning for generations to join other families that they have become acquainted with during their annual visits, according to Lautensack. The Alisal strives to help families maintain a sense of tradition by providing them with the same guestroom and same table in the dining room each year. The Ranch also makes every effort to reunite families with employees with whom they have developed a relationship during previous visits. This attention to detail helps to provide a unique one-of-a-kind reunion guests have come to know and expect.

Several generations of families have rebooked their reunion at the Alisal and enjoy lakeside barbecues and private group rides. Other families prefer reunions geared toward golfing and choose guest rooms that overlook the Alisal’s popular River Course. Hiking Deer Canyon, mountain biking and mountain adventure jeep tours are also favorite group activities. To foster family unity and friendly competition, a wide variety of specialized events can be arranged from fly fishing derbies to mini-Olympic competitions. Boasting its own Barn Yard with a menagerie of animals and a popular children’s program, the Alisal keeps younger family members entertained. Arts and crafts, archery, golf clinics, tennis lessons and horseback riding are also popular group favorites. The state-of-the-art Challenge Course is fast becoming a popular family reunion activity. "Triangle Tension

Traverse" and "Team Wall" are a few of the low element activities that rank high on group agendas. Especially popular at the High Ropes Course are the "Multi-Vine", "Pamper Pole", "Giants Ladder", and "Zip Line" elements. The Ropes Course, custom designed into the terrain flanking Alisal Creek, gives families a choice of a half-day or full-day program with the option of lunch and refreshment breaks.

A complete equestrian center with 100 quarter horses, 50 miles of trails and twice-weekly haywagon rides are great family events for riding enthusiasts. In authentic Alisal style, families delight in storytelling about the old days of the Alisal during a hearty breakfast around the campfire at the historic Old Adobe. The Alisal's rodeo arena is also a popular spot where families gather for a true west evening of team penning, barrel racing and calf roping.

For a special evening, winemaker dinners hosted by local vintners at some of the region's most celebrated wineries can also be arranged.

The Alisal offers 73 telephone-and-television-free guest cottages and suites, the brand new Alisal Fitness Center & Spa featuring weight and cardio equipment, fitness classes, and indulgent massage and facial treatments; two 18-hole championship golf courses; six tennis courts, and a 100-acre spring-fed private lake with water sports, including fly fishing, canoeing, and kayaking, as well as archery, and an air-riffle shooting range. Alisal Guest Ranch & Resort has long been considered the premier full-service guest ranch for couples, families, and conferences since it opened in 1946. This secluded hideaway is one of the few places where time seems reluctant to move forward.

For additional information, contact the Alisal Guest Ranch & Resort at 800.4.ALISAL, reservations@alisal.com, or visit www.alisal.com.

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FOR MORE INFORMATION, CONTACT WAGSTAFF WORLDWIDE AT 323.871.1151