



## **Morro Bay Invites Visitors to ‘Come Get Salty’ with Brand Launch and New Campaign**

*The ‘Come Get Salty’ campaign calls on locals and visitors to show how they get salty in Morro Bay*

**MORRO BAY, Calif. (November 2022)** — [Visit Morro Bay](#), the destination marketing organization for Morro Bay, has launched a new brand that includes a logo update, new creative assets, and a fresh take on visiting the California Central Coast.

According to brand guidelines, salt is the signal that you have arrived at the coast. You smell it in the sea air, feel it in the sea breeze and taste it in the freshest oysters around. It is also the signature of a true coastal outpost. Salt has worked its way into the soul of Morro Bay. It is embedded in the culture of the community, and it is the powerful allure that draws visitors. It is the key ingredient of the full flavor of an authentic California fishing village.

Rooted in community, this rebrand is focused on bringing locals to the forefront when it comes to defining the unique qualities of Morro Bay.

“This rebrand shows off our Morro Bay community in a quirky and compelling way to entice visitors to come see what our seaside fishing village is all about,” said Michael Wambolt, Executive Director of Visit Morro Bay. “We wanted to create something that our community would be proud to show off, and that would be representative of Morro Bay now and for generations to come.”

Situated along coastal Highway 1 in San Luis Obispo County, Morro Bay is one of the few remaining true seaside fishing villages along the California Coast. With a bustling waterfront, visitors can expect a picture perfect getaway featuring culinary delights, wine paradise and outdoor adventures set upon an awe-inspiring natural setting.

From oceanside golf, kayaking, sailing, hiking, fishing, surfing, biking, and bird watching, to kite flying, shopping, dining, wine bars, local craft breweries and miles of unspoiled beaches, outdoor and culinary adventures are second to none in Morro Bay. Welcoming travelers into the city is the historic landmark Morro Rock formed from plugs of extinct volcanoes about 23 millions years ago. The iconic volcanic formations sit majestically between the beach and the harbor.

Located just minutes from world-renowned Hearst Castle, historic missions, breathtaking Montana de Oro State Park, and surrounded by vineyards from Paso Robles to Edna Valley, Morro Bay is a destination designed to fit any style and budget for families, couples or groups. Morro Bay also offers a myriad of year-round events including food, wine and music festivals, art fairs and car shows unique to the town.

For more travel information visit [www.morrobay.org](http://www.morrobay.org) or follow Morro Bay on [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#).

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### **About Morro Bay**

Morro Bay is unlike any other California seaside town. Just off its shore an ancient volcanic monolith known as Morro Rock rises 576 feet from the ocean, amplifying the magnificence of this stunning coastal backdrop. The walkable town has an active seaside fishing village and bustling waterfront Embarcadero filled with shops, art galleries and restaurants. For travelers who seek local wine, fresh seafood and adventures filled with wildlife watching and iconic coastal experiences, look no further than Morro Bay. With Highway One on one side and the bay on the other, outdoor activities are abundant: kayaking, whale-watching tours, sailing, kite-flying, ocean-side golf, biking, stand-up paddle boarding and world-class surfing are all in a day’s fun.



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**MEDIA CONTACT:**

Alli Williams

[alli@theabbiagency.com](mailto:alli@theabbiagency.com)

C: 775 830-8330