

Placer Valley Tourism



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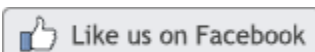


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Sonia Montero

Wine Country Curling Club's VP and Grant Coordinator



Since 2011 when Sonia Montero joined the Wine Country Curling Club (WCCC) her dedication and devotion has never

wavered. She loves the sport of curling and it shows in her commitment to the WCCC. Currently she is serving as the Vice President as well as the Grant Coordinator and she previously served as the event organizer in 2013 and 2014.

Montero's enthusiasm for curling is contagious as she speaks about why she loves being a part of this unique sport and the WCCC. "It's great getting to meet people to tell them about curling; most people have only a vague idea, at best, about the sport," Montero states. "They usually respond with that's not a sport and then I challenge them to come to one of our many Learn-to-Curls and after just one of these lessons they quickly see why it is a sport!"

Self-policing is another unique aspect of this sport that turns competitors into friends as the camaraderie in curling is well-known. "Curling is a game where the winner buys a round for the 2nd place team which helps foster good will," explains Montero.

She is also very excited about The Crush which is WCCC's big tournament that will take place over Labor Day Weekend, Sept. 2-4, at Skatetown Ice Arena in Roseville. This event started back in 2007 and was originally held by WCCC in Vacaville; however they moved it to Roseville in 2012.

"The Crush is known internationally and has grown into the largest yearly

curling competition in California; we have curlers come from all parts of the state and throughout the U.S. as well as international curlers from places like Canada and Scotland," elaborates Montero. "It attracts curlers of every skill level, from Olympians to new curlers alike."

Helping the WCCC grow, seeing the sport of curling gain recognition in California and getting to meet many great people top Montero's list of why she enjoys her position at the club so much. And you Sonia Montero top our list! Thank you for all you do!



Pictured from the far right is Katie Feldman (Current Event Organizer and WCCC President), Sonia Montero, Cherly Eason, Auria Moore and Porsche Stephenson, the 2016 WCCC women's team for arena curling club nationals.

[Click here for more information on the Wine Country Curling Club and The Crush.](#)

Senior Softball Western National Championships

Placer Valley Heats Up August 2-7



Senior Softball is heating up Placer Valley August 2-7 when the 16th Annual Western National Championships swings into Foskett Regional Park in Lincoln and Maidu Regional Park in Roseville. Placer Valley Tourism (PVT) and Senior Softball-USA (SSUSA) are thrilled to be teaming up again to bring this week-long event to our region.

"SSUSA is excited to return to Placer County for the Western Nationals as this is one of the premier events in the sport," stated Fran Dowell, SSUSA Executive Director. "We deeply appreciate our partners in this signature event - Placer Valley Tourism."

The tournament will be utilizing a five game minimum format with a round robin style into a double elimination for the 11 different divisions participating. There will be 113 teams from California, Nevada, Washington, Oregon, Idaho, Colorado, Texas and even British Columbia, Canada competing, all hoping to earn a coveted spot at the World Masters Championship in Las Vegas on Sept. 16 through Oct. 2.

Although several states will be represented at this Western Nationals it has a long history for the battle between Northern California and Southern California

to see which region can claim victory as the state champion explained Dowell.

Don't let the senior in senior softball fool you, these athletes come to play and play hard. The competition will be fierce and fun to watch! Foskett Regional Park is located at 1911 Finney Way in Lincoln and Maidu Regional Park is located at 1550 Maidu Drive in Roseville.

[Click here for more information about the SSUSA Western National Championships.](#)

Grape Days of Summer

Placer County Wines Celebrate the Summer Season



The beautiful Mount Vernon Winery is just one of the 18 wineries you can visit during the Grape Days of Summer.

One of the most popular events for the Placer County Wine Trail is their annual Grape Days of Summer that will be taking place August 6-7 from 11 a.m. to 5 p.m.

In its seventh year, this event provides the perfect opportunity to explore and enjoy the wonderful, award-winning wineries we have right here in Placer County. There will be 18 participating wineries that span from Lincoln, Loomis, Newscastle, Auburn and into Meadow Vista.

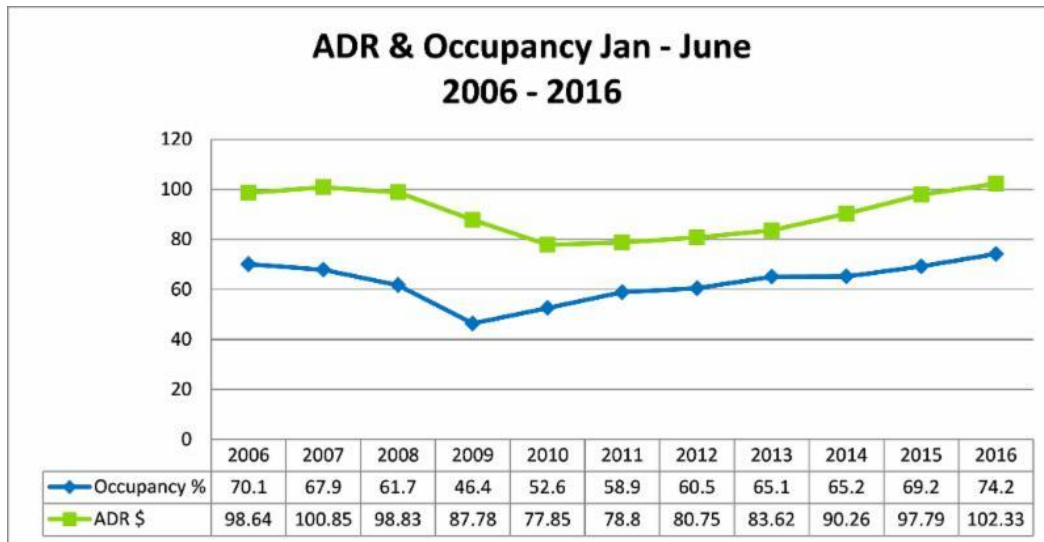
Each winery will offer tastings with food pairings as well as vineyard tours and more. You will even have the opportunity to learn about the wine-making process and the locally grown agriculture at each stop. Barrel and vertical tasting will also be available at some wineries.

A souvenir wine glass is included in the ticket price and tickets are only \$45 for a weekend pass and can be purchased in advance or at the door. If you already have plans on Saturday, August 6, no worries - you can purchase a Sunday only ticket for just \$25. Designated drivers can purchase their tickets for \$10. Wonderful wine, delicious food, beautiful scenery and memorable adventures await you!

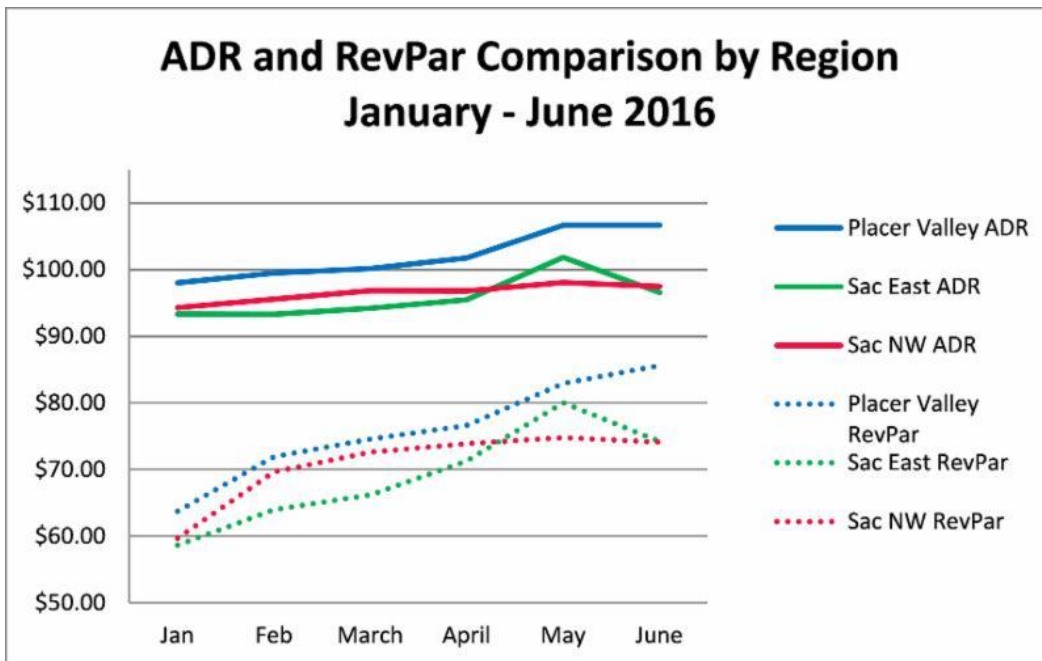
[Click here to purchase your ticket for the Grape Days of Summer.](#)

PVT NEWS
Midyear Review

Placer Valley hotels have had a record breaking 6 months, outpacing all comparable Sacramento area markets. The year-to-date occupancy rate at the close of June was a staggering 74.2%; the last time Placer Valley hotels reached the 70% occupancy rate was back in 2006. Average Daily Rate (ADR) is at \$102.33, almost \$2 more than the previous record high. RevPAR (revenue per available room) came in at \$75.92, almost \$6 higher than this time last year.



While the first 6 months has shown Placer Valley hotels in a healthy economic state based on Occupancy Rate, ADR, and RevPAR (key indicators in the hotel industry) it is also important to note they are outperforming similar Sacramento Area markets.



PVT's continued focus on the shoulder months is starting to gain traction, as January and February saw a 29% increase in PVT related events generating 1,389 room nights.

As we look ahead to the remainder of 2016 our strategy to target the slower months of November and December by continue to grow our wrestling and football events as well as introducing new tournaments for pickleball and futsal will undoubtedly secure success for the second half of the year.

PVT by the Numbers

August Events



Calling all dog lovers! Don't miss Woofstock that takes place on Aug. 26-28 at Johnson Springview Park in Rocklin.

Room Nights Sold

June 2016: 55,090

June 2015: 51,851

YTD: 307,121

Prior YTD: 293,805

Occupancy

June 2016: 80.3%

June 2015: 75.6%

YTD: 74.2%

Prior YTD: 71.0%

Sport Events

Senior Softball Western National Championships: Aug. 2-7, Lincoln & Roseville

Johnson Ranch Adult League District Playoffs: Aug. 5-7, Roseville

USA BMX Racing: Aug. 6-7, 13-14, 20-21, 27-28, Roseville

Basketball Tournaments at Hardwood Palace: Aug. 6-7, 13-14, 20-21, 27-28, Rocklin

CVU Academy Cup: Aug. 13-14, Cherry Island Soccer Complex

Hart and Soul Volleyball Tournament: Aug. 13-14, Roseville

19th Annual Granite Bay Triathlon: Aug 13, Granite Bay

AAU Basketball Tournaments: Aug. 6, 13, 20, 27, Rocklin

USSSA All Stars Tournament: Aug. 13-14, 27-28, Roseville & Rocklin

Rocklin Quarry Blast Soccer Tournament: Aug. 19-21, Rocklin

Rocklin Quarry Classic Soccer Tournament: Aug. 26-28, Rocklin

Spec. Raymond N. Spencer Jr. Memorial Cup Hockey Tournament: Aug. 26-

28, Roseville

[USSSA Softball Tournaments:](#) Aug. 27-28, Lincoln

[Clash for the Crown:](#) Aug. 27, Rocklin

Community Events

[Thunder Valley Entertainment Series:](#) Aug. 5-6, 12-13, 19-20, 26 Lincoln

[Grape Days of Summer:](#) Aug. 6-7, Placer County Wine Trail

[Fire Department Open House:](#) Aug. 6, Roseville

[Concerts at Quarry Park:](#) Aug. 13, Rocklin

[Movie in the Park:](#) Aug. 13, 27, Roseville

[Good Dog/Dirty Dog 5k:](#) Aug. 14, Granite Bay

[Campfires at Maidu:](#) Aug. 19, Roseville

[Night out at the Museum:](#) Aug. 20, Roseville

[Townsquare Concert Series:](#) Aug. 20, Roseville

[Woofstock:](#) Aug. 26-28, Rocklin



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