



FOR IMMEDIATE RELEASE:

Trona, your new destination place in the oasis of the desert. With so many choices you can escape the city and explore the treasures of Trona.

“Rich in Minerals, Rich in Life”

Trona, California (May 10, 2011): With so many things to do, Trona is the premier choice for your vacation destination. Only a short drive from most city centers and only 170 miles from Los Angeles, more time can be spent exploring all that Trona has to offer.

The *Trona Pinnacles* serve as the most identifiable image of the area. The Pinnacles have been used frequently for film, television and advertisements and this National Natural Landmark is a tourist attraction for thousands of travelers each year. As a National Park there are a variety of uses including hiking and camping; Trona Pinnacles has something for everyone. Not only does it attract the outdoor crowd but also geologists and students. The Pinnacles are located just outside of the main town, 2000 feet above sea level in the Western Mojave Desert.

The *Gem and Mineral Society*, founded in 1939, arranges the annual “Gem-O-Rama” which draws thousands of gem enthusiasts and spectators to Trona. This event is held annual in early October, and is a two-day event that consists of many activities, field trips, and is the only time that the Searles Dry Lake is open to the public.

Rich in history: *The Searles Valley Historical Society* oversees the Old Guest House Museum, The Searles Valley History House, Trona Railway Museum, Trona Railway Caboose, and the Argus Fire Station. It also serves as the tourist stop and is the main resource for historical information for the entire valley.

About Cal Poly Pomona, Urban Planning Graduate Studies, Trona Marketing Team

A group of graduate students dedicated to promoting and marketing Trona as a premier destination getaway. Our group's core mission is to implement a marketing plan that will create a buzz about Trona while making people aware of Trona's natural resources and the many different recreational opportunities available to them.

Team Philosophy:

To promote Trona in the most optimal manner while respecting the spirit of the community and its history and the natural surrounding environment.

Goal:

It is our goal to develop a marketing strategy that will lay the foundation for future market opportunities for Trona to develop and prosper.

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<https://www.facebook.com/pages/edit/?id=104302112991734&sk=basic>

For additional information or to request a media kit please contact:

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