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MCCSN GEARS UP FOR THE 4TH ANNUAL SAN DIEGO HEART & SOUL
MULTICULTURAL FAM TOUR
SEPTEMBER 16-19, 2010 IN SAN DIEGO

San Diego, CA June 28, 2010 – When it comes to promoting diversity in San Diego, there’s no question the Multi-Cultural Convention Services Network is a proven leader. Led by MCCSN President and CEO Clara Carter, the organization will once again prove its mettle at this year’s 4th Annual Multicultural FAM tour, September 16 – 19, 2010 in Mission Valley.

“I am so excited about this year’s FAM Tour program,” said Clara Carter, President and Founder of the **Multicultural Convention Services Network**. “Our diverse national meeting planners will experience the Heart and Soul of San Diego! We have a great program planned, which has raised the bar a bit higher than years past. Lights, camera, action... MCCSN and the city of San Diego are ready to roll out the red carpet for our VIP guest planners!”

During the three-day program, ethnic national meeting planners will experience San Diego’s rich cultural heritage. Planners will experience San Diego’s unique meeting venues, ethnic and regional foods, cultural entertainment, and an Amazing Race Scavenger Hunt featuring downtown hotels.

The goal of this annual event is to showcase the Best of San Diego through the eyes of its multicultural communities. The **“Heart & Soul” FAM Tour** will kick off with a special Welcome Reception at this year’s host hotel - the beautiful Hilton San Diego Mission Valley where FOX 5 San Diego Reporter Perette Godwin will serve as emcee. Mayor Jerry Sanders is invited to deliver the welcome message, along with the Executive Staff of the Hilton San Diego Mission Valley.

In the current economic climate, local tourism officials feel it’s crucial to reach out to this 100 billion dollar multi-cultural tourism market. “It’s important that we keep pursuing this audience because the multi-cultural group is a large market that’s growing every year,” said Luis Barrios, General Manager of Old Town’s Best

Western Hacienda Hotel and San Diego Tourism Marketing District Board Member. This year's FAM tour is expected to generate \$768,000 in hotel room nights.

Meeting Planners representing about a dozen key national ethnic organizations are slated to attend. They include: the Asian American Journalists Association, General Motors Minority Dealers Association, Organization of Black Aerospace Professionals, National Congress of American Indians and National Optometric Association.

The MCCSN FAM Tour is funded in part by the San Diego Tourism Marketing District and made possible through the partnership and sponsorship of the San Diego Convention Center Corporation and Hilton San Diego Mission Valley along with many others.

About MCCSN

Founded in 2004, MCCSN's mission is to increase San Diego's share of the multicultural convention and tourism markets, while ensuring the inclusion of people of color in every aspect of the hospitality industry. MCCSN's goal is to engage ethnic associations and organizations to experience quality meetings in San Diego and to provide them with destination management, site selection, and meeting planning services.

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