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## COME OUT AND COOL DOWN THIS SUMMER WITH DIRECT FLIGHTS FROM LAS VEGAS TO “SIDEWAYS” WINE COUNTRY

### Allegiant Air Offers New Low-Cost Nonstop Flights to California’s Central Coast

*Santa Maria, CA*—The short trip from Las Vegas to Santa Maria on California’s Central Coast just got easier with the addition of new Wednesday evening flights by Allegiant Air, which complement Friday and Sunday flights launched in January.

Santa Maria is tucked between the Pacific Ocean and rolling vineyards in northern Santa Barbara County. The surrounding Santa Maria Valley, featured in the hit movie *Sideways*, is famed for its fine wines, fresh strawberries, moderate weather, natural wonders, extensive golf courses and world-famous Santa Maria Style Barbecue.

Allegiant Air’s new three-day-a-week schedule offers nonstop flights on full-size jets departing Las Vegas at 6:30 p.m. and arriving in Santa Maria at 7:40 p.m. Flights depart Santa Maria at 8:30 p.m. and arrive in Las Vegas at 9:40 p.m.

“We are extremely pleased to extend the Allegiant brand of low-fare, nonstop jet service to the Central Coast community,” said Tyri Squyres, director of corporate communications for Allegiant Air. “This has been an exciting addition to our airline and our customers as we launch the only low-cost, nonstop service between Santa Maria and Las Vegas. We are confident that the area’s myriad of activities, beautiful scenery and pleasant weather will be attractive to the Las Vegas market.”

Santa Maria Valley wineries featured in *Sideways* include Byron Vineyard & Winery, Foxen Vineyard and Au Bon Climat. The movie also features wines produced by local vintners from Santa Maria Valley grapes, including the Hitching Post’s “Highliner” Pinot Noir.

In addition to wine tasting, the Santa Maria Valley offers a wide variety of flavorful treats and recreational splendors, all amid a temperate climate that is defined by sunny skies and cool marine breezes.

Once hailed by *Sunset Magazine* as “the best barbecue in the world,” Santa Maria Style Barbecue is a 150-year-old local tradition that is celebrated for its unique ingredients, flavors and method. Santa Maria Style Barbecue is served at several celebrated restaurants, including the Far Western Tavern, Jocko’s Restaurant, Shaw’s Steak House and The Hitching Post.

On the natural wonders front, the valley’s Guadalupe-Nipomo Dunes Complex spans 18 miles of shoreline, 1,400 individual species of flora and fauna, and numerous lagoons and lakes—not to mention towering sand dunes that famed director Cecil B. DeMille used as a breathtaking backdrop for his 1923 silent epic “The Ten Commandments.”

For reservations and more information on flights between Las Vegas and Santa Maria, call (800) 432-3810 or visit [www.allegiantair.com](http://www.allegiantair.com). For more information on lodging and attractions in the Santa Maria Valley, call (800) 331-3779 or visit [www.santamaria.com](http://www.santamaria.com).

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