



PACIFICBEACH.ORG 

MISSION: TO REVITALIZE AND PROMOTE THE PACIFIC BEACH COMMUNITY PHYSICALLY AND ECONOMICALLY

FOR IMMEDIATE RELEASE

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MAKE PB YOUR OWN PERSONAL BEACH

When was the last time you watched fireworks over Crystal Pier? Remember walking on the beach, or the last time you built a sand castle? It's never too early to start planning your vacation to San Diego's Pacific Beach. If you haven't been to PB in a while you might be surprised at how much there is to do, and not just in the summer.

In February, you can mingle with locals enjoying a Restaurant Walk, sampling the fare offered by restaurants that are unique to Pacific Beach. But there are too many restaurants to squeeze into just one evening, so there are two more Restaurant Walks planned for May and September.

One of Pacific Beach's hidden gems is Kate Sessions Park, which provides stunning views of Mission Bay and downtown San Diego. The park plays host to four Concerts on the Green during the summer. Or maybe your visit to PB will coincide with the "Movie in the Park." After spending a sunny day at the beach, you can relax on the grass and enjoy a feature film. There's also a "Celebrate the Family" day at Kate Sessions Park featuring kid-friendly activities and a giant water slide.

Another kid-friendly event is the Crystal Pier Kids Classic. The organizers provide everything from bait to loaner rods to raffle prizes. Hundreds of people had a great time at the inaugural event last August.

If you haven't been to San Diego in September, you might want to try it this year. Most of the tourists are gone, the weather's still great, and you can party like you're in Rio at PB's Brazilian Festival.

October brings the PB BeachFest, an annual event featuring a Fun Run down the beach in the morning, music, and a chance to enjoy professional sand sculptors at work. BeachFest also includes the Taste of P.B., with local restaurants offering the best items from their menus. Fireworks over Crystal Pier cap off the day's festivities.

As the year winds down, PB natives enjoy a parade of lights on Mission Bay. And for a real sample of the community atmosphere, there's always the PB Holiday Parade.

Unlike some Southern California beaches, PB isn't a place where people come to "see or be seen." Sure, people-watching is a great way to pass the time, but the atmosphere is truly laid-back. It's all about shorts and sandals, although you might want to dress up just a little to take advantage of some of the finer restaurants. And PB's nightlife ranges from casual beach bars to sophisticated nightclubs.

Something new this year is the alcohol-free beach rule. Since the new rule went into effect last year, visitors and locals agree that the beach is even friendlier, and litter has virtually disappeared. While there's no drinking allowed on the sand, you can still enjoy a cold one at any of the beachfront bars and restaurants.

Whether you're planning a week-long vacation to escape the 100 degree heat, or just want a weekend getaway in the off-season, Pacific Beach is what you're looking for. For a complete calendar of events, log on to pacificbeach.org and click on the Calendar button.