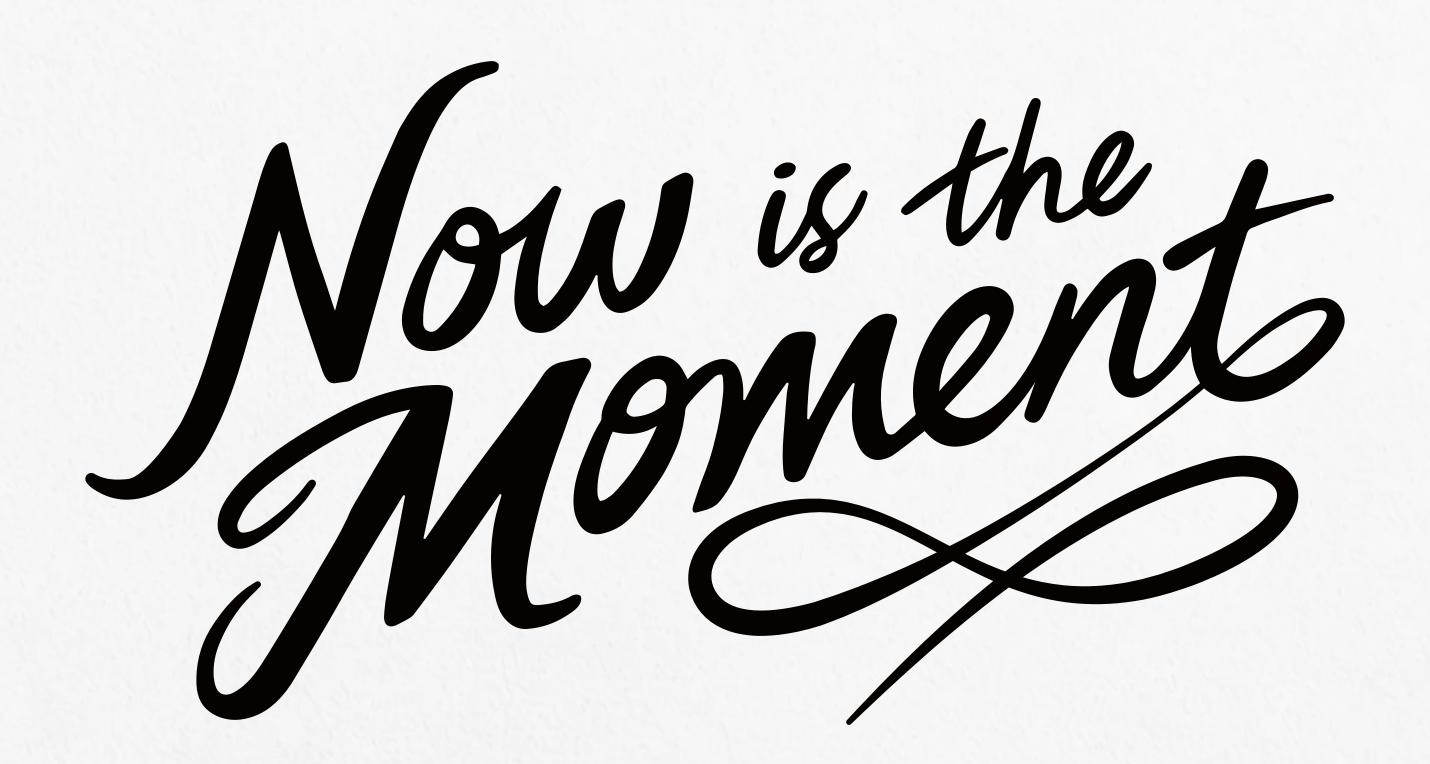
62_{NBOVE}

MCCVB NOW IS THE MOMENT APRIL 2021

CAMPAIGN BRANDING PROPOSAL 4.8.2021

















Now is the month / to rise and shine It's time to rejuvenate and reconnect in a backdrop that never ceases to take your MONTEREY breath away. Monterey County can't wait to welcome you back. So roll down the CALIFORNIA windows, buckle up, and hit the road for your next adventure in Monterey County. GRAB LIFE BY THE MOMENTS* seemonterey.com/now







62_{ABOVE}

THANK YOU