

## FOR IMMEDIATE RELEASE

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### ROAD SCHOLAR EXPANDS ITS 'MY HOMETOWN' SERIES TO EXPLORE THE SPLENDOR OF SEVERAL NORTHERN CALIFORNIA SMALL TOWNS

BOSTON (February 17, 2015) – Road Scholar, the not-for-profit leader in educational travel, is expanding its *My Hometown* Series to California, where participants can visit Mendocino, Carmel Valley on the Central Coast and Upper Lake to discover each community's history and culture, meet local leaders, musicians, teachers or artists, and learn what makes the town tick.

Road Scholar's *My Hometown* series focuses on small towns and offers a chance for participants to spend an extraordinary week in each of three welcoming towns in Northern California. From Mendocino to Carmel Valley, participants will discover each community's history and culture. These three new programs, *My Hometown: Amazing Mendocino, an Outpost of Beauty, Nature and Historic Preservation*, *My Hometown: Upper Lake – Wine, Walnuts and Wonderful Townsfolk*, and *My Hometown: Unruffled Carmel Valley on the Central California Coast*, will give participants the opportunity to explore cities that are off-the-beaten path but rich in history and charm.

“Learning and community is at the heart of Road Scholar experiences – in 2015, we've developed new opportunities to take lifelong learners on journeys to towns and cities in the U.S. and in other countries to gain an insider's perspective in each place they visit,” says James Moses, president and CEO of Road Scholar. “*My Hometown* programs take the notion of experiencing a place through the eyes of the locals to a whole new level.”

New California *My Hometown* programs include:

#### ***Amazing Mendocino, an Outpost of Beauty, Nature and Historic Preservation***

Mendocino is a close-knit town atop a tiny headland, 150 feet above the Pacific surf. Experience the life of the 1,000 or so souls lucky enough to live in this tucked-away corner of Northern California. They'll tell you tales of early settlers sustained by the logging industry and explain how wooden water towers symbolize the natural isolation that keeps the townscape frozen in time. They'll take you to Pacific overlooks to glimpse the beauty that inspires the artsy citizenry, and they'll show you places where past and present meet inside 150-year-old buildings that house fine restaurants, award-winning wine cellars and art galleries. To learn more, please visit:

[www.roadscholar.org/22030](http://www.roadscholar.org/22030).

#### **Upper Lake – Wine, Walnuts and Wonderful Townsfolk**

Step back in time to the peaceful ambiance of life as it was years ago – before wine country was “Wine Country.” Amid the vineyard-dotted hills north of Napa in Upper Lake and its surrounding Lake County area, spend the week with local luminary, Bernie Butcher, the impeccable restorer of the historic hotel on Main Street, who shows you the best his town has to offer and introduces you to his fascinating friends from all walks of life. Each day brings its own theme: local foods, natural history, a farm-to-school project and music.

To learn more, please visit the website at: [www.road scholar.org/22017](http://www.road scholar.org/22017).

***Unruffled Carmel Valley on the Central California Coast***

Folk singer Joan Baez owned a ranch here, Clint Eastwood is a local entrepreneur and The Monkees' Michael Nesmith is a resident. But for all of its celebrity ties, the vibe of Carmel Valley and its four thousand residents is delightfully down-to-earth and welcoming. Feel that embrace during a week experiencing day-to-day life in this bucolic river valley where the sun shines 300 days a year. To learn more, please visit:

[www.road scholar.org/22009](http://www.road scholar.org/22009).

California's week-long *My Hometown* programs range in price from \$900-\$1,200. To learn more about My Hometown programs across the country, please visit our website at: [www.road scholar.org/myhometown](http://www.road scholar.org/myhometown).

**About Road Scholar**

Not-for-profit Road Scholar's mission is to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime. Since inception, more than 5 million people have enrolled in our 5,500 iconic educational adventures offered annually in 50 states and 150 countries around the world.

Road Scholar educational adventures are created by Elderhostel, the not-for-profit world leader in lifelong learning since 1975. To learn more, please visit our website at [www.road scholar.org/press](http://www.road scholar.org/press).

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