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## ***Dawn of Paso Robles Wine Mural Unveiled***

### **Paso Robles Inn Adds Public Art Project to its Long List of Upgrades**

SAN LUIS OBISPO, CA—March 20, 2014 – Visitors to Paso Robles have a new piece of public art to admire as the Paso Robles Inn unveiled the city’s latest art installation on the side of the winery-themed guest room building. The new 25-foot-by-30-foot mural—informally titled, “The Dawn of Paso Robles,” draws inspiration from the area’s rich history of wine making. The mural is an original work by local artist Steve Kalar and focuses on the people and animals who work so hard in the winemaking process.

“This is a really exciting way for us to help tell the story of Paso Robles, and to celebrate our region’s reputation for wine, travel and hospitality,” said Noreen Martin, President, CEO of Martin Resorts which owns and operates the Inn. The mural is the third partnership between the Paso Robles Inn and artist Steve Kalar. Kalar also painted a mural in the lobby of the hotel depicting the Inn’s long and rich history and another that adorns the side of the hotel facing Spring Street.

The idea for the mural started last year when the Inn launched a unique partnership with local wineries and dedicated 18 deluxe mineral spa rooms to the project. As a part of this project, the newly renovated rooms were decorated with representative touches in art, furniture and accessories from each wine partner, from a real grape vine in the Ancient Peaks Winery room, to wine barrel chairs in the DAOU room, to beautiful artwork over the spa tubs. “Once the rooms were completed, we thought it made sense to add some signage to the exterior to indicate that there was something unique inside,” Martin added, “but just a regular sign didn’t seem to fit and we came up with the idea of adding a mural.”

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The design was a team effort with the goal of incorporating wine, vineyards, workers, and working animals – all key ingredients in the rich history of the Paso Robles wine region, which dates back to the Franciscan Friars circa 1790. The timing of the mural's addition was a nod to the 125th anniversary of Paso Robles being celebrated this year, and a part of the sprucing being done at the Inn to prepare for the upcoming Wine Tourism Conference in November.

As Paso Robles, named *Wine Enthusiast's* 2013 Wine Region of the Year, grows as a premier wine country destination, the Paso Robles Inn is positioned to embody the unique Paso Robles wine culture and provide guests with the experience from the moment they step foot on the grounds.

For more information and photos visit [www.pasoroblesinn.com](http://www.pasoroblesinn.com).

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#### **About Martin Resorts and The Paso Robles Inn**

Visitors have sought out the Inn more than 100 years for the healing hot springs, relaxation and hospitality. The 98-room Paso Robles Inn and Steakhouse is owned and managed by Martin Resorts.

From oceanfront hotels in the popular beach towns of Pismo Beach and Avila Beach to an historic garden inn located in the heart of Paso Robles wine country, each Martin Resorts hotel is a unique experience for California getaways. Located halfway between Los Angeles and San Francisco, in beautiful San Luis Obispo County, the locations feature California's best beaches, breathtaking ocean views and stunning sunsets, exceptional golf, an abundant wine country and farm-to-fork dining experiences, and historic Hearst Castle. For more information and hotel reservations, visit [www.MartinResorts.com](http://www.MartinResorts.com).