



FOR IMMEDIATE RELEASE

November 22, 2021

CONTACTS:

Katie Johnson, Visit Central Oregon, 541-389-8799, katie@visitcentraloregon.com

Justin Yax, DVA Advertising & PR, 541-610-8443, justin@dvaadv.com

**SUNSET MAGAZINE ANOINTS CENTRAL OREGON WITH ITS “DESIRABLE
DESTINATION” AWARD IN THE 2021 SUNSET TRAVEL AWARDS**

**Nine local businesses chosen from more than 300 entries; winners featured online
and in the Dec/Jan issue of Sunset Magazine**

(BEND, Ore.) – The winners of Sunset Magazine’s [2021 Sunset Travel Awards](#) were recently announced, and Central Oregon – including nine regional businesses – is featured prominently as the magazine’s “[Desirable Destination](#).” As part of the award designation, which appears online and in the Winter issue of the magazine, Sunset highlights a full weekend itinerary of suggestions for what to do, sights to see, and where to stay in Central Oregon.

The regional businesses included in the weekend itinerary are [FivePine Lodge](#), [Three Creeks Brewing](#), and [Sisters Coffee Company](#) of Sisters and Bend’s [Deschutes Brewery](#), [Boss Rambler Beer Club](#), [Cascade lakes Brewing Co.](#), [Wild Rose Thai](#), [5 Fusion and Sushi Bar](#), and [The Last Blockbuster on Earth](#).

“It’s an honor to be among the winners chosen by Sunset, which is widely considered the premier travel and lifestyle authority in the West,” said Julia Theisen, CEO of Visit Central Oregon. “Central Oregon only succeeds if our local businesses thrive, and after enduring the impacts of the COVID-19 pandemic to our local tourism economy,

this recognition is a welcome reward and a testament to the fortitude of the communities and individuals that make us what we are.”

Central Oregon and the nine recognized businesses were chosen by the Sunset selection committee from more than 300 entries, including two dozen entries submitted by Visit Central Oregon on behalf of its regional tourism partners.

In addition to extensive online coverage, the [Desirable Destination: Central Oregon](#) feature also appears in the special Sunset Travel Awards section of the magazine’s Winter print issue. The print coverage alone has an editorial value of more than \$24,000.

For more information about the Sunset Travel Awards visit <https://www.sunset.com/travel/2021-sunset-travel-awards-how-to-travel-west>.

For more information on Central Oregon activities, lodging, and experiences visit www.VisitCentralOregon.com.

ABOUT CENTRAL OREGON:

Located on the eastern slopes of the Cascade Range, where vast forests give way to the arid high desert, Central Oregon is characterized by year-round adventure, authenticity, inspiration, and environment. From the towering peaks of the Cascades to the pristine waters of the Wild & Scenic Deschutes River, and from the more urban experiences of Bend and Redmond, to the rural charms of Sisters, La Pine, Prineville, Madras, Warm Springs, and Maupin, Central Oregon offers a perfect mix of recreation and sophistication. Barely three hours from Portland, and with daily direct flights from eight major markets, getting to Central Oregon is a breeze. For more information visit www.visitcentraloregon.com or call 800-800-8334.

###



TRUE ESCAPES

Part of a 25-million-acre World Heritage site, **Glacier Bay National Park & Preserve** stretches from sea to snowcapped mountaintops in Alaska, offering a remote retreat into the wild. NPS.GOV



Sweet Treat

Negranti Creamery

A Paso Robles family is behind this sheep's milk ice cream that's gluten-free and lactose-intolerant-friendly, spanning flavors like salted brown sugar and fresh mint and chip—they ship nationwide! NEGRANTICREAMERY.COM

Desirable Destination

We're so obsessed with Central Oregon, we couldn't choose just one spot. Here's a full weekend itinerary.

We're all about the rugged vibes in this outdoor adventure hub that's also an emerging foodie destination. Start your visit at the rustic yet romantic **FivePine Lodge** (fivepinelodge.com) in Sisters, a town that's also the longtime home of classic beers at **Three Creeks Brewing** (threecreeksbrewing.com) and **Sisters Coffee Co.** (sisterscoffee.com), where roasts range from Black Butte Gold to High Desert Sunrise. Then head just a half-hour south to Bend, where you can kick it old-school at **Deschutes Brewery** (deschutesbrewery.com) or see what all the cool kids are talking about at **Boss Rambler Beer Club** (bossrambler.com). Don't forget a stop for a pale ale at **Cascade Lakes Brewing Co.** (cascadelakes.com). Then, savor Northern Thai cuisine at **Wild Rose restaurant** (wildrosethai.com), or pop over to **5 Fusion and Sushi Bar** (5fusion.com), a James Beard semifinalist restaurant from chef Joe Kim. End the trip with a bang at **The Last Blockbuster on Earth** (bendblockbuster.com).



FivePine Lodge



Three Creeks Brewing

CLOCKWISE FROM TOP: COURTESY OF ARAMARK; COURTESY OF FIVEPINE LODGE; COURTESY OF THREE CREEKS BREWING; CANA CREATIVE