



**For Immediate Release**

**MEDIA UPDATE #5:  
CARR WILDFIRE INFORMATION**

**REDDING, CALIFORNIA AND SHASTA CASCADE LODGING PROPERTIES AND  
ATTRACTIONS ARE OPEN FOR BUSINESS**

**REDDING, Calif. (August 17, 2018)** – UpStateCA is known for its lakes, rivers, waterfalls and volcanic landscape and it comprises about 20 percent of California with only about 3 percent of California’s population. What is not as well known is that this region, also referred to as the Shasta Cascade, is robust with pine trees, oak trees, manzanita, wild flowers and more. This means wildfires are part of ecosystem, and with fires comes growth that can only germinate or get the proper nutrients to be healthy from what is generated from fires. So, in an essence, it is fire that makes the landscape beautiful for visitors and local outdoor enthusiasts alike.

The National Forest Service knows how to manage wildfires and they do an amazing job protecting the assets that have made Northern California an outdoor recreation magnet for outdoor enthusiasts all over the globe.

The UpStateCA hospitality industry continues to be actively engaged in serving the communities of the area. Lodging properties are open for business, as are retailers, restaurants, and attractions in the area.

All roads leading to the major tourism locations are open with a few roads experiencing time restrictions. Major attractions such as McArthur-Burney Falls Memorial State Park, Castle Crags State Park, the museum at Turtle Bay Exploration Park, Lake Shasta Caverns National Natural Landmark, Lassen Volcanic National Park, Lava Beds National Monument, the iconic Sundial Bridge along with all the other state parks in Modoc, Plumas, Butte, Lassen, Tehama, Siskiyou, Shasta, and Trinity Counties.

“We have been so impressed by the talent and fortitude of our emergency services personnel; we are so very proud of this community,” said Laurie Baker, CEO for the Redding Convention and Visitors Bureau and general manager of the Shasta-Cascade Wonderland Association. “Our thoughts and prayers go out to those who have been impacted by natural adversities across the world.”

Baker noted that the region has received an outpouring of well-wishes from all over the world and she expressed the hope that those desiring to visit the area will come to support local businesses and venture out to experience the iconic attractions.

For additional information on visiting UpStateCA, please explore [ShastaCascade.com](http://ShastaCascade.com), and follow us on Facebook, Twitter and Instagram at @ShastaCascade.

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