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**“The Amazing Race” Finale Set in Santa Barbara Airs Friday, May 13**

***Episode expected to draw millions of viewers on CBS TV***

**Santa Barbara, Calif. (May 12, 2016)** **—** Local viewers won’t want to miss the final episode of top-rated CBS TV show “The Amazing Race,” which is set in Santa Barbara and showcases the region’s attractions. This edge-of-the-seat thriller airs Friday, May 13, from 8 to 9 p.m. (ET/PT) on KCOY, Cox Channel 12 in Santa Barbara.

As the final three teams complete their race from Shenzhen, China, to Santa Barbara, they face a gut-wrenching leap of faith: They must jump off a building more than 150 feet high and then succeed in a harrowing attempt at synchronized mountaineering.

Santa Barbara County Film Commissioner Geoff Alexander and Visit Santa Barbara worked hard to secure Santa Barbara as the finish line of the series. Since last year’s season finale drew 6.16 million viewers, and the winning team takes home a million dollars in prize money, Alexander anticipates the South Coast finish to be nothing less than “amazing.”

“When you consider that ‘The Amazing Race’ Season 28 filmed in some of the most beautiful and exotic locations on Earth, the fact that the producers chose Santa Barbara as the location for their finale is beyond exciting,” said Geoff Alexander. “It was my pleasure to work so closely with CBS and the production team from ‘Amazing Race’ to help them achieve their creative mandate and make it possible for them to bring the final episode to Santa Barbara.

“Everyone who knows and loves Santa Barbara will enjoy seeing our beautiful locations, including the Santa Barbara Harbor, Santa Barbara Airport, Gibraltar Peak, and the Grassini Family Vineyards, featured in an episode that will showcase our town and its breathtaking scenery to literally millions of people.”

The Santa Barbara County Film Commission promotes Santa Barbara County as a destination for global film, TV, and print/broadcast advertising production. The commission recruits new productions, works with film scouts, facilitates permitting and provides logistical support before and during shoots in the area. Media production brings highly desirable off-peak business to the area, generating considerable revenue from hotel stays, meals, services and crew hires. Last year, the commission assisted with 237 productions, comprising 447 shooting days and a direct spend of $8.2 million in Santa Barbara County.

In a departure from previous seasons, the current cast of “The Amazing Race” is primarily made up of social media influencers, which multiplies the reach of the series, since most are continuing to recount their “amazing” adventures on social platforms. Read more about “The Amazing Race” and this season’s contestants at: <http://www.cbs.com/shows/amazing_race/>, and follow along by live-tweeting during the episode on Twitter at [AmazingRace\_CBS](https://twitter.com/AmazingRace_CBS).

**ABOUT VISIT SANTA BARBARA**

Visit Santa Barbara is a nonprofit 501(c)(6) organization jointly funded by the City of Santa Barbara, the County of Santa Barbara, the South Coast Tourism Business Improvement District and by a membership of hospitality-related busi­nesses. The primary mission of Visit Santa Barbara is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs. Annual spending by travelers to the South Coast totals more than $1.5 billion, supporting more than 12,000 jobs and generating more than $45 million in yearly tax revenues, according to Destination Analysts, a tourism market research firm.

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**FOR MEDIA ONLY**

**PHOTOS**

A high-res photo is available at: <https://www.dropbox.com/sh/e4fe6fa5r0jocr0/AACCdxs-Q_mTLJ5_SxIDhNj8a?dl=0>

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