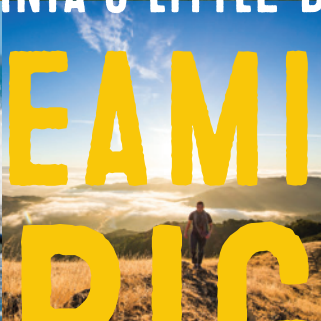


CALIFORNIA'S LITTLE BOOK OF



DREAMING BIG



There's no denying that California is a magnet for the dreamers and seekers of the world. It shines with a warm and welcoming vibe that seems to light people up like a sunrise.

A diverse landscape that celebrates diversity. A place of wide-open spaces that champions open-mindedness.

A fun-loving, free-spirited, earthy, urban, quirky, cool, warm, wild, laid-back, forward-thinking kind of place that (in a nutshell) is up for whatever you dream up.

📍 Alabama Hills, Lone Pine, CA.





WE'VE BEEN
DREAMING BIG
SINCE 1849.

It started with gold. And the rush of making it BIG.

Then came blue jeans and the cheeseburger. The martini, the wetsuit, and the internet! And we can't forget Hollywood. Historians would probably say the film industry grew up in California because of the variety of landscapes and nice weather. But what do they know? Truth is, if you want to make movies, you have to be a little crazy. And California seems to have just the right amount of crazy to get big things done.

So, what's next? Teleportation? Maybe.

It's impossible to say what the adventurous, welcoming, anything-goes attitude of California will lead to. (But fingers crossed on that teleportation thing.)

A composite image featuring a man with a large head and a unicorn against a blue sky background. The man has a large, dark mustache and is wearing a dark long-sleeved shirt. He is holding the neck of a white unicorn with a single horn. The background is a bright blue sky with light clouds. The text is overlaid on the image.

WHAT IS IT ABOUT CALIFORNIA THAT BRINGS OUT THE DREAMER IN ALL OF US?

The truth is, everyone has a different answer to this question because California holds something different for everyone. Inspiration comes in many forms, and so do California's diverse, otherworldly landscapes. So, is that it? Do the glittering skylines, snowcapped mountains, towering redwoods, soaring skyscrapers, fern canyons, miles of screensaver-worthy beaches or wide-open meadows open the mind to endless possibilities? When everything seems to exist in one place, does it just naturally lead to an anything-is-possible attitude? It's certainly one possibility.

◆ Hollywood, CA.



TO DREAM IS HUMAN. TO LIVE THE DREAM IS LIKE SO
TOTALLY CALIFORNIAN.



📍 Pride Tower, Venice Beach, CA.



WE HAVE AN OPEN-DOOR POLICY FOR ANY AND ALL DREAMS.

Here in California, we applaud, embrace and encourage dreaming in all its glorious forms. Dreams in all shapes, sizes and colors. Large and small. Goofy or grand. Serious or silly. Life changing or afternoon changing. We invite and celebrate them all. (Unless, of course, your dreams squash someone else's. Because that's just not cool.)

WANNA MAKE ONE OF THESE

AND DRIVE IT

ACROSS THE BAY?

We're up for whatever you dream up.

Roll down the streets of San Francisco on a big wheel? Sleep in a giant bird's nest in Big Sur? Enjoy a multi-sensory, 3D-mapping enhanced gourmet meal in Napa? Or just check out the view from a beach towel in Laguna? No matter what comes out of that dream-filled brain of yours, there's one thing you can count on: we're up for it in California. Or to put it more plainly, you doing you has our full support.



📍 Kinetic Grand Championship, Arcata, CA.

DOGS

JUMP INTO

THEIR DREAMS

WITH ALL FOUR FEET.



San Diego, CA.

Don't believe us?
Just look at that face and
tell us we're wrong.

WE BELIEVE IN
DREAM TEAMS.
SO, BRING A FRIEND
OR SIXTY-SIX.

Surfers in Huntington Beach break the Guinness World Record for most people riding a surfboard. You can see the 42-foot, 1,300-pound board at the International Surfing Museum in downtown Huntington Beach.



CHASING YOUR DREAMS CAN MAKE YOU HUNGRY.

When hunger strikes, there is no better place to be. Unrivaled bounty? We grow it. Wild experimentation? We live it. Farm2Fork lifestyle? We invented it—along with the gourmet food truck and the cheeseburger. (Thanks, Pasadena!) Esteemed third-party validation? We have over 90 Michelin starred restaurants that you can find in the first ever state Michelin guide. So, whatever you're craving, we've got it and it's going to be delicious. So, dig in.

LIFE IS SHORT. BUT CALIFORNIA IS LONG.

We all know life is just too darn short. That's why we made California so damn long. From top to bottom, it's as big as a state could get, and filled with every adventure imaginable. Here, all you need is a charged hard spirit to ski fresh powder atop massive mountaintops in the morning and surf perfect waves at the beach before dark. But should you choose to take your time and explore, you'll find everything (amazing) in between.

📍 Bodega Bay, CA.



HUMANS ONLY USE 10% OF THEIR BRAINS.

INSTAGRAM IS ONLY USING 10% OF CALIFORNIA.

For every world-famous, iconic hot spot in California there are at least a dozen other less-discovered destinations that few have heard of and even fewer have hashtagged. The magical fairyland of Fern Canyon, the lost coast of Mendocino, crazy rock formations in Alabama Hills, epic lakeside days at Shaver Lake and those must-pull-over-worthy baked goods at that one coffee shop in Duncans Mills. So, venture beyond the known, step off the well-worn pavement, because sometimes the biggest treasures in California are the hidden gems.



YOUR DREAMS

DON'T TAKE

OFF-SEASONS,

SO NEITHER DO WE.

📍 Lake Tahoe, CA.



YOU DON'T HAVE TO GO BIG TO DREAM BIG.

Dreaming big doesn't have to mean scaling El Capitan. Or trekking the Pacific Coast Trail. Any size dream can have a ginormous impact. Catch the sunset. Relax on a beach. Eat a Korean BBQ taco from a food truck. Wander through some redwoods. Ride across the Coronado Bridge. As long as the dream moves you, it's big enough for us.



La Jolla, CA.

OFTEN TIMES,
THE LITTLEST
PEOPLE
DREAM THE BIGGEST.

San Diego, CA.

A man with a beard and sunglasses, wearing a white t-shirt and grey shorts, is posing in front of a massive, realistic T-Rex statue. He has his arms raised and is looking up at the dinosaur. The scene is outdoors under a blue sky with light clouds. In the background, there are palm trees and a wooden fence.

YOU DON'T HAVE TO BE A KID TO DREAM LIKE ONE.

📍 Cabazon Dinosaurs, Cabazon, CA.

Wild imagination is something we're all born with. But it seems we tend to outgrow it, along with playdough, action figures, and teddy bear tea parties. We learn to color inside the lines. And accept an existence without daily recess or naptime. Trepidation becomes not only something we can pronounce, but something we live with daily.

Whoa. This is getting dark. But here comes the sun! Because when you're in California, you won't remember any of that. It's like adulting amnesia. You'll find yourself living in the moment. Breathing in the adventure. And dreaming like a kid again.

(Why? See page 2 for a possible answer.)

Dreaming big is the start of doing big.

So here's some blank space for you to get started.

Write, draw, doodle, plan your next trip.

Just make sure you think big, even on this small piece of paper.

A person wearing a hat and a light-colored shirt stands in the middle of a vast field of bright yellow poppies. The field stretches to the horizon under a clear blue sky. In the distance, there are low, rolling hills. The overall scene is bright and sunny.

WE MAY BE THE GOLDEN STATE BUT WE ARE GREEN THROUGH AND THROUGH.

📍 Antelope Valley, CA

In California, the green movement has a golden rule: travel like a local and treat it like it's yours. Our cities are your cities. Our beaches are your beaches. Our forests, streams, small towns, big views and trending hot spots - they're all yours. So please, protect and respect the amazing places you visit. Traverse without trampling. Explore the land, don't exploit it. Be an adventurer and an advocate at the same time. Recycle, reuse and leave no trace. And let's be as polite to the people we meet along the way as we are to the planet. That's how we can keep the Golden State golden for generations to come.

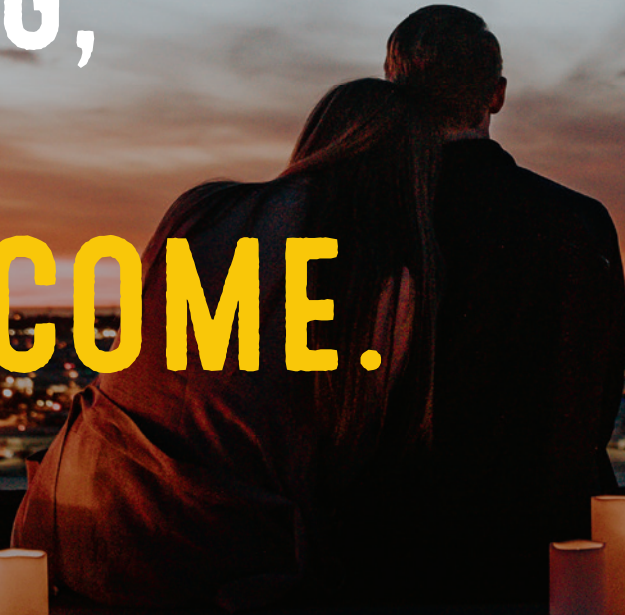
Here's to all the dreamers out there.

To the must-do-or-die, the best-or-bust and the believers in the go-big-or-go-home. To the fearless, the foodies and the fanatics. To the starry-eyed and the star-struck. To the pioneers and those pining for adventure. To the daredevils and the dare-to-do-nothing-ers. The nomads, the never-say-no and even the no-way-Jose-ers. To all those who never give up their dreams...

California welcomes you with open arms.



THANKS
FOR DREAMING,
AND YOU'RE
ALWAYS WELCOME.



California[®]
dream
big



Please recycle this little book,
in the unlikely event you ever
choose to part ways with it.