FOR IMMEDIATE RELEASE

Cloudcast San Diego Launches “CaliBaja 180,” a SnackCAST™ Delivering Binational Business Stories in Just 180 Seconds

Bite-size stories on the people, companies, and deals shaping the San Diego–Baja California region

SAN DIEGO – July 2, 2026: Cloudcast San Diego, part of Cloudcast Media, the national leader in local podcasting, with content available in more than 100 U.S. cities, today announced the launch of “CaliBaja 180,” a new SnackCAST™ delivering stories about the binational CaliBaja regional economy in just 180 seconds.

Designed for busy listeners, “CaliBaja 180” serves up quick, engaging stories about the entrepreneurs, companies, investors, industries, and cross-border connections that make the San Diego–Baja California region one of the most dynamic economic corridors in North America.

“For Cloudcast San Diego, local must embrace a binational perspective, as the symbiosis of San Diego, Baja, and Mexico is a powerful and unique regional asset,” said Charles Parisi, CEO of Cloudcast Media. “‘CaliBaja 180’ tells the stories of the people and businesses who live that reality every day.”

“‘CaliBaja 180’ is the first step in our ‘CaliBaja Business’ series of shows and events, including conferences that will drive home our view that ‘money knows no borders,’” added Parisi. “We want to bring investors, business leaders, and thought leaders from both sides of the border together and amplify the opportunities this region creates.”

“CaliBaja 180” is available on all major podcast listening apps.

About Cloudcast San Diego

Cloudcast San Diego is Cloudcast Media’s San Diego channel, bringing local stories, local storytellers, and local brands to listeners across the San Diego region.

About Cloudcast Media

Cloudcast Media (cloudcastmedia.us) is the national leader in local podcasting, with content available in more than 100 U.S. cities. Built around the idea of “Listen Where You Live™,” Cloudcast amplifies local stories, local storytellers, and local brands, connecting listeners with

the voices and communities around them.

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