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News Release

FOR IMMEDIATE RELEASE

Contact: Gary DeYoung, Director of Tourism
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(please call or email to RSVP if planning to attend conference)

PRESS CONFERENCE: OPPORTUNITY FOR COVERAGE

**Assemblyman Darrel J. Aubertine to announce report detailing recent Jefferson County
Seasonal Resident survey results**

BACKGROUND:

With funding assistance secured by New York State Assemblyman Darrel J. Aubertine's office (118th Assembly District), the 1000 Islands International Tourism Council recently initiated a *first-ever* outreach to over 5,000 seasonal residents in Jefferson County. The effort included the development of a newsletter and website, as well as a short survey, conducted in partnership with the Northern New York Travel & Tourism Research Center. Although "summer people" have been a fixture in waterfront communities for over 100 years, little research has been done regarding their habits or opinions.

Over 1,200 seasonal residents returned the survey revealing interesting information about how they use their seasonal home, view the community, and spend money in Jefferson County.

WHAT:

Assemblyman Darrel J. Aubertine and 1000 Islands Director of Tourism Gary DeYoung will hold a press conference announcing the release of the survey report, and field questions about its initiation, methodology, findings and impacts. Copies of the report will be available to the media at the conference.

WHEN:

Thursday, May 18, 2006, 2:00pm

WHERE:

Greater Watertown-North Country Chamber of Commerce Office
1241 Coffeen Street, Watertown, NY

(Exit 46 off Interstate 81. Travel east on Coffeen Street. Office is a stone building on the right, less than 1/4 mile from the exit. Chamber tel. number: 315-788-4400).

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