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News Release

FOR IMMEDIATE RELEASE

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1000 Islands Regional DVD Direct Marketing Project: Regional tourism-related businesses invited to participate

1000 Islands International Region — The 1000 Islands International Tourism Council invites tourism-related businesses from Jefferson County, NY and Southeast Ontario, Canada to be a part of its new DVD marketing project.

The Project: Create and distribute a travelogue DVD about the 1000 Islands International Region, featuring attractions, communities, and hospitality providers. The region has compelling visuals that can motivate tourists to visit, and the high “perceived value” of a DVD will catch attention and impress potential visitors. The DVD will be hosted by local Watertown, NY news personality Andrea Pedrick, who will guide viewers through the various partner segments and narrate the opening sequence. Filming will begin in early April.

Distribution Plan: A minimum of 40,000 copies of the DVD will be created (more based on successful partnership) to be distributed starting May 2006):

- Direct mail to 2006 market leads and Spring 2006 print advertising leads
- Postcard mailing to select 2003, 2004 and 2005 leads
- Emailing to e-newsletter subscribers
- Website positioning on the TI Council’s consumer websites
- Television advertising in select markets
- Distribution at sport & travel shows

Associated Project Collateral:

- DVD packaged in full color sleeve with insert showing sponsoring and featured partners
- 2006 “Visitor Values” coupon booklets (sent with DVD)
- Summer Events & Features Tabloid (sent with DVD)
- 2006 International Travel Guide (sent with DVD)
- Getaway1000.com microsite with streaming video and links to supporting partners

There are several ways to participate: 1) Be featured on the DVD with either a 2 minute or a 3-5 minute video segment about your business or destination (partner costs starting at \$5,100 USD); 2) Display your business information on a customized clickable “billboard” on the DVD (partner cost - \$750 USD); 3) purchase a coupon space in the “Visitor Values” coupon booklet distributed to all inquiries (\$50 USD for one space in 15,000 booklets).

Contact Gary DeYoung at the TI Council at (800) 847-5263 (Canada or long-distance), 315-482-2520 (local), or gary@visit1000islands.com. To download the contract forms and info sheets, log onto www.ticouncil.com and click “**DVD Direct Marketing Project.**”

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