



1000 Islands International Tourism Council  
Box 400 Alexandria Bay, NY 13607  
Box 69 Lansdowne, ON K0E 1L0  
800-8-ISLAND ♦ [www.visit1000islands.com](http://www.visit1000islands.com)

## News Release

FOR IMMEDIATE RELEASE

**Contact:** Dawn Cole, marketing/communications coordinator  
[dawn@visit1000islands.com](mailto:dawn@visit1000islands.com) or (315) 482-2520

### **New Publication Offers Regional Information to Military Friends and Family**

1000 Islands International Region — The 1000 Islands International Tourism Council recently launched a new publication especially for military friends and family. The ***Military Friends and Family Guide*** is a 20-page magazine featuring ideas for exploring the region. This new initiative was designed to encourage those stationed at Fort Drum to invite friends and family to visit and is a companion publication to the ***1000 Islands International Travel Guide***, the TI Council's comprehensive guide to the 1000 Islands Region.

According to Dawn Cole, marketing/communications coordinator, "The guide was produced based on input from various military-related focus groups who shared ideas for content. Funding from the City of Watertown and the support of 28 advertisers helped bring the project to fruition."

10,000 copies of the ***Military Friends and Family Guide*** will be distributed via direct mail and through placement at various locations on Fort Drum. Military personnel can request a free Travel Kit, comprised of the ***Military Friends and Family Guide***, the ***1000 Islands International Travel Guide*** and a coupon booklet containing discounts for regional tourism-related businesses. Kits may be mailed to family members who live out of the area or to those stationed at Fort Drum who wish to learn more about the region and its many attractions.

Editorial content includes great values for entertaining the family, suggestions for things to do when the parents come to visit and ideas for half day drives. Readers can also gain information about crossing the border, regional web sites and trivia about the Watertown area.

View the ***Military Friends and Family Guide*** online at [www.visitdrum.com](http://www.visitdrum.com). Visitors may also request a complimentary Travel Kit through the web site or by contacting the TI Council at (800) 847-5263. Businesses interested in advertising in publications produced by the 1000 Islands International Tourism Council may contact Dawn Cole, marketing/communications coordinator, at extension 214 or via email at [dawn@visit1000islands.com](mailto:dawn@visit1000islands.com).

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