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News Release

FOR IMMEDIATE RELEASE

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Area Businesses Invited to Participate in Summer Marketing Initiatives

Alexandria Bay, New York -- The 1000 Islands International Tourism Council invites tourism-related business representatives to a special "Partner Information Session" on **Tuesday, March 18 at 11:30 am**. The Council, along with award-winning advertising agency, Ad Workshop, will outline plans for the 2008 Summer Marketing Campaign.

Tourism operators will be offered opportunities to participate in various marketing programs, including television advertising, online ad campaigns and print collateral materials.

According to Dawn Cole, the Council's marketing and communications coordinator, the 2008 Summer Marketing Initiatives are especially inviting, as they include an online variation not previously offered.

"Businesses can choose to participate on a number of levels," said Mrs. Cole. "Opportunities for marketing range from television advertising in Rochester, Syracuse, Central Pennsylvania and Ottawa to online advertisements on popular web sites like syracuse.com and canoe.ca to inclusion in various print pieces including the Council's coupon booklet and *Visitor News & Events* tabloid. Packages will be available that offer a mix of these components."

Attendees of the "Partner Information Session" will be provided with a review of the 2007 season's marketing initiatives and the details pertaining to the upcoming marketing opportunities. The meeting will take place at the Board Room of the Thousand Islands Bridge Authority. A light lunch will be provided. Attendance is by reservation only. For more information or to make a reservation, contact Dawn Cole at the 1000 Islands International Tourism Council at dawn@visit1000islands.com or by phoning 800-847-5263.

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