



Syracuse Convention & Visitors Bureau  
A Division of the Greater Syracuse Chamber of Commerce  
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[www.VisitSyracuse.org](http://www.VisitSyracuse.org)

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**Give the Gift of Syracuse this Holiday Season**  
*Syracuse Convention & Visitors Bureau Launches Online Gift Shop*

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**SYRACUSE, NEW YORK** – There's less than two weeks before the arrival of Santa Claus and the Syracuse Convention & Visitors Bureau is doing its part to make last minute Christmas shopping easier than ever. With just the click of a mouse, holiday shoppers can purchase a variety of affordable merchandise that celebrates Syracuse, NY and is sure to be a holiday hit.

In response to a demand for unique Syracuse logo apparel and gifts, the Syracuse Convention & Visitors Bureau (SCVB) has created and launched an online gift shop offering a variety of products featuring an embroidered SCVB logo. The shop is located at <http://store.VisitSyracuse.org>.

The SCVB is collaborating with Landmark Graphics, a local Syracuse business, to produce and ship the products directly to customers. Items for sale include hooded sweatshirts, zip-up fleeces, t-shirts, polos, a tote bag and a fleece blanket. All merchandise is embroidered with the SCVB logo and comes in a variety of colors affordably priced from \$15.99 for an adult cotton t-shirt to \$48.99 for a full-zip fleece jacket.

“We've gotten a lot of compliments in the past at tradeshows and other events about how much people love how our logo looks on clothing,” said Syracuse Convention & Visitors Bureau President David Holder. “We anticipate a high demand for our products and plan on adding a wider selection of merchandise to the shop in the future.”

The Syracuse Convention & Visitors Bureau is one of the few bureaus of its size, nation-wide, that has an online gift shop.

Another perfect holiday gift for family and friends is the Syracuse *Surprise Me Pass*. The *Surprise Me Pass* consists of one exhibit-only pass to the Museum of Science & Technology (MOST), as well as one admission ticket to the Rosamond Gifford Zoo. In addition, the *Surprise Me Pass* includes an actual wallet-sized card that will provide further discounts through the YourTownCard.com Network of Merchant Discounts, which consists of over 250 Syracuse area attractions, restaurants, and more. Priced at \$20.00, the *Surprise Me Pass* provides savings of 15%! Passes can be purchased at [www.SurpriseMePass.com](http://www.SurpriseMePass.com).

At this time, products for sale at the online gift shop can only be purchased online and can not be picked up in person.

For more information, contact Communications Manager, Danica Bryant at 315-470-1903.

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**About the Syracuse Convention & Visitors Bureau**

The Syracuse Convention & Visitors Bureau (SCVB) in Syracuse, N.Y. is Onondaga County's official marketing organization for tourism related economic development leading the production of over \$776 million in direct visitor spending annually. For more information, visit [www.VisitSyracuse.org](http://www.VisitSyracuse.org).