



Syracuse Convention & Visitors Bureau
A Division of the Greater Syracuse Chamber of Commerce
572 South Salina Street, Syracuse, NY 13202
(315) 470-1910 • Fax: (315) 471-8545
www.VisitSyracuse.org



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Contact:
Danica Bryant
Communications Manager
Syracuse Convention & Visitors Bureau
(315) 470-1903
DBryant@VisitSyracuse.org

Syracuse Convention & Visitors Bureau Announces Winners of *JGB Jazz Fest Weekend Giveaway*

SYRACUSE, NEW YORK— Rhythm and blues are on both minds of the winners of the Syracuse Convention and Visitors Bureau's (SCVB) *JGB Jazz Fest Weekend Giveaway*. Both **Larry Lynch of Hazleton, Pennsylvania** and **Weta Hayden of Baldwinsville, New York** (along with a guest each) will be grooving to the sounds of Sergio Mendes and Chaka Khan, in style, at the 26th Annual Jazz Fest, held Friday June 27 and Saturday June 28 on the lawns of Onondaga Community College.

Both Lynch and Hayden registered for the JGB Jazz Fest Weekend Getaway on the SCVB Web site. (www.VisitSyracuse.org) The contest was advertised in a promotional newspaper insert distributed by the SCVB to over 420,000 households in March 2008.

Each JGB Jazz Fest Weekend Getaway prize package includes:

- A two-night complimentary stay (6/27 & 6/28) at the Renaissance Syracuse Hotel
- Two VIP passes
- Two backstage passes for a meet and greet with the artists
- A delicious dinner at a downtown establishment
- Free event parking passes

On March 30, 2008, the informational magazine insert was distributed to over 420,000 households in three specific geographic regions, including the following: Albany, Scranton-Wilkes-Barre, PA; and Ottawa, Ontario. The specific target audience for all SCVB destination marketing efforts includes adult leisure travelers; women age 25-54 with a household income of \$80,000 and above.

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