



Syracuse Convention & Visitors Bureau
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FOR IMMEDIATE RELEASE
August 24, 2009

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Syracuse Convention & Visitors Bureau Launches Multi-Ticket Savings Program to Increase Hotel Overnights

The Surprise Me Pass will provide a savings of 15% in addition to over 250 further discounts

SYRACUSE, NEW YORK—Today, the Syracuse Convention & Visitors Bureau (SCVB), along with several industry partners, announced the launch of a multi-ticket program designed to introduce visitors to a wider range of local activities and provide enhanced economic benefits to the Greater Syracuse area through increased overnight stays.

By uniting with industry partners and local company YourTownCard.com, the SCVB has created the *Surprise Me Pass* program to fill the need of visitors looking for a great value.

“One of the goals of the program is to encourage visitors to explore the Greater Syracuse area longer by visiting multiple attractions in one trip or even multiple trips, ultimately increasing the length of our visitors’ overnight stays,” said SCVB President David Holder.

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. Several other industry partners have joined forces with the SCVB, including Open Hand Theater/International Mask & Puppet Museum, the Erie Canal Museum, the Everson Museum of Art, and the Onondaga Historical Association Museum to offer discounts specifically for *Surprise Me Pass* holders. 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* will provide savings of 15% if purchased a la carte, in addition to the plethora of discounts offered through the Your Town Card’s ever-growing network and savings program.

"YourTown Card is excited to engage in the *Surprise Me Pass* partnership with the SCVB," said YourTownCard.com President Aaron Sicherman. "Our company’s mission goes hand-in-hand with the Bureau’s. We want to promote consumerism and help strengthen the local economy. By providing visitors and residents with access to our Network of Merchant Discounts, we hope to play a vital role in the successful launch of this valuable Consumer Product."

For now, the *Surprise Me Pass* may be purchased online at SurpriseMePass.com or in person at the Greater Syracuse Chamber of Commerce in downtown Syracuse.

“The *Surprise Me Pass* will be a fantastic tool for residents of the Greater Syracuse area to tell their visiting friends and families about and will truly make it possible for visitors to embrace the unique and wonderful Central New York experience,” said Holder.

The *Surprise Me Pass* will be valid through September 2010.

Local businesses can get involved with the *Surprise Me Pass* program by contacting SCVB Online Promotions Manager Danielle Rauch at 315-470-1839 or drauch@VisitSyracuse.org.

The *Surprise Me Pass* is modeled after existing successful multi-property ticket programs currently offered in Niagara Falls, Ontario; Charlottesville, Virginia and Baltimore, Maryland.

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

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About the Syracuse Convention & Visitors Bureau

The mission of the Syracuse Convention & Visitors Bureau is to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination, to increase revenues and stimulate economic development and growth for the community. For more information, visit www.VisitSyracuse.org.



About Open Hand Theater

Open Hand Theater is a professional theater company and educational cultural center that uses contemporary theater, world puppets, and historic masks to produce and tour original and classic works. For 30 years the theater has engaged audiences in the creative process of exploring the art of past cultures, illuminating the present, and educating for a better future. Inspiring children, our future, is at the heart of our work. For more information, visit www.openhandtheater.org.

About the Rosamond Gifford Zoo at Burnet Park

The Rosamond Gifford Zoo at Burnet Park is an accredited member of the Association of Zoos and Aquariums and is focused on conserving, exhibiting and interpreting a living animal collection in order to promote public recreation, understanding of the relationships between animals and people, and action to sustain the environment we share. For more information, visit www.RosamondGiffordZoo.org.

About Museum of Science & Technology

The Museum of Science and Technology's vision is to be a pre-eminent science and technology center, inspiring all generations through hands-on education and entertainment. For more information, visit www.most.org

About Everson Museum of Art

The mission of the Everson Museum of Art is to preserve, exhibit, interpret, and enhance its collection of historical and contemporary American visual arts and its international ceramic collection. The Museum seeks to inspire, educate and enrich all people, and integrate art into their lives through direct encounters with its own collections and temporary exhibitions. For more information, visit www.Everson.org.

About Erie Canal Museum

The Erie Canal Museum is housed in the National Register 1850 Syracuse Weighlock Building, where canal boat cargo was weighed in order to assess a toll. It is the only remaining structure of its kind in America. Within this historic landmark, a treasure of artifacts, maps, and images tell the story of Erie Canal construction and canal life.

Climb aboard the Frank B. Thomson, a full-size replica canal boat, visit the *Penny Postcard Arcade*, discover the world of *Stonecutting*, explore Syracuse history and what makes the “Salt City” unique, and browse the museum shop. For more information, visit www.eriecanalmuseum.org.

About Onondaga Historical Association

Onondaga Historical Association exists to inspire people’s understanding that the history we share as a community is the foundation for our future together. Our purpose is to encourage a diverse audience from the neighborhoods of Syracuse and the communities of Onondaga County to explore, appreciate and utilize their past. To do so, we offer engaging exhibits and programs, pursue partnerships with other cultural organizations and community groups, and develop and care for a definitive collection related to local history. We operate a museum and research center in Syracuse, New York and are committed to ensuring the vitality of our historic urban location. For more information, visit www.cnyhistory.org.