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For Immediate Release

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MILITARY VETERANS BRINGING BUSINESS TO SYRACUSE

The Syracuse CVB with the Genesee Grand Hotel, and other local sponsors are hosting a Military Reunion Planners Conference & Familiarization Trip To Boost the Local Economy!

SYRACUSE, NY, May 28, 2008 -- The Reunion Friendly Network (RFN), a national organization dedicated to educating veterans on planning successful military reunions, in conjunction with the Syracuse Convention & Visitors Bureau (SCVB) and the Genesee Grand Hotel, both recognizing the value of this rapidly growing niche market, will host a ConFAM (a conference and a familiarization tour) **June 2-5, 2008**. The event will feature Syracuse as a “Reunion Friendly” destination with many attractions of interest to military reunions. Local hotels, restaurants, attractions and shops, will have the opportunity to present Syracuse as a prime location for events of this type. This is the first time Syracuse has hosted the conference and familiarization tour.

An opening reception at 6:30 p.m. on Monday, June 2, held in Memorial Hall at the War Memorial at Oncenter, will kick-off the four-day event. Representatives from both the SCVB and the Onondaga County Veterans Service Agency will speak at the ceremony.

The military reunion planners and exhibitors are coming to Syracuse for this RFN ConFAM from all areas of the United States. After two days of educational seminars and a trade show marketplace, the

SCVB will conduct a two-day familiarization experience, showcasing Syracuse as a “reunion friendly” destination for military reunions.

The RFN services more than 13,000 qualified military reunion planners, representing all branches of military service, from WWII to the present day, who organize reunions annually. An average military reunion involves direct payments to the hotel of approximately \$40,000, with an economic impact of approximately \$500,000 on the community. As a niche market, these military reunions add well over \$6 billion to tourism within the United States.

RFN has conducted more than 160 of these events in its 15-year history, educating more than 4,000 veterans in the basics of planning a reunion, while giving them the opportunity to check area suitability for their reunions. Leaders within the hospitality industry have praised RFN’s unique style of bringing together military reunion planners and hotels. Between ten and fifteen ConFAMs are held annually, usually at the request of a tourism bureau, a hotel, a management company, or a chain of hotels seeking to target the desirable military reunion market.

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