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For Immediate Release

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Syracuse Says, “**Hello!**” Onondaga County’s Story Is Told ***

SYRACUSE, March 27, 2008— We’re just four days away from what is expected to be, the start of something big. After **Sunday, March 29**; Syracuse will be thought of as a destination, in the minds of over **425,000** possible visitors.

After the Syracuse Convention & Visitors Bureau (SCVB) conducted a ‘Visitor Intercept Study’ to determine why people come to Onondaga County; the results were taken and applied to help create a three-tiered destination marketing campaign. The goal of the campaign is focused on branding Syracuse and Onondaga County as a great destination. Whether it’s a weekend getaway, three-day conference or permanent move to the Central New York area, the SCVB wants people to know about all of the great opportunities available in Onondaga County.

This Sunday, March 29, the first part of the campaign; a total of **425,000** 32-page, glossy magazine inserts, will be released in the Syracuse Post-Standard, as well as in newspapers throughout three specific geographical markets.

Those markets are:

- **Albany, New York** (including surrounding communities of Schenectady, Troy and Saratoga)
- **Wilkes-Barre & Scranton, Pennsylvania**
- **Ottawa, Canada** (including surrounding communities of Kingston)

With the information provided through the ‘Visitor Intercept Study’, the target audience for the marketing campaign was determined to be upper income travelers; specifically the female decision maker, in a household with a combined income, greater than \$80,000.

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Senator John A. DeFrancisco helped make the creation and publication of the newspaper inserts become a reality by securing \$25,000 in funding for the project; along with approximately \$70,000 in direct private industry advertising support and approximately \$35,000 in Syracuse Convention & Visitors Bureau funding.

Total cost for 425,000 copies of the newspaper insert, including print, production, design, insertion and ad sales was about \$130,000.

The Spring/Summer 2008 issue magazine insert includes many feature stories, fantastic photographs, an in-depth event listing, and two weekend getaway 'giveaways'. The SCVB plans to release a Fall/Winter publication in the future.

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