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For Immediate Release

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## **Syracuse Convention & Visitors Bureau and Post-Standard Collaborate Partnership Creates Refreshingly New, Unified Publication**

*Onondaga County Visitor Guide to become exclusive resource for area, Celebrates CNY seasons*

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**SYRACUSE, NEW YORK, October 1, 2008**— The Syracuse Convention & Visitors Bureau (SCVB) and Syracuse Post-Standard are pleased to announce the beginning of their partnership in the production of a brand-new Onondaga County visitors guide. The guide will combine three promotional pieces previously published (Post-Standard Visitor Guide, Syracuse and Onondaga County Travel Guide, and the Visit Syracuse newspaper insert), and create an exclusive resource for anyone looking for information on the Greater Syracuse area. The brand-new Onondaga County Visitors Guide will be published four times a year, celebrating each season in Central New York.

“The Post-Standard is proud to be partnering with the Syracuse CVB in publishing the Visitors Guide,” said Bridget Cerrone, special sections manager at the Post-Standard. “By collaborating our efforts, the CVB will be able to deliver an award-winning publication with the most comprehensive information on our region for visitors.”

Combining the Post-Standard Visitors Guide, the SCVB Travel Guide and Visit Syracuse publications will prove beneficial for both organizations, as well as visitors and advertisers.

“We are very excited about this merger, as it will consolidate efforts, increase distribution, and perhaps most importantly, provide our advertising partners with a much more cost-effective investment opportunity,” said SCVB President, David Holder.

The number of guides produced and distributed will grow by nearly 60 percent annually, providing an abundance of available Visitor Guides for distribution. This will ensure the SCVB will be able to fulfill all of its inquiries from visitors, as well as stock all visitor stops and various bulk distribution areas.

“The guide will continue to publish seasonally and advertisers will benefit by being able to change and update their message four times per year,” said Cerrone. “Advertisers will reach more people and save money with the new rates we are able to offer for this exciting publication.”

“It’s a win-win situation for everyone,” said Holder. “The only question is, ‘*Why didn’t we think of this sooner?*’”

The new Visitors Guide will serve as an outstanding resource for all, including: hotels, motels, and inns; information centers, tourism offices, select travel agencies, tour operators, conventions, conferences, and special events. In addition, the guide will be the primary response piece for the thousands of visitor inquiries received annually by the SCVB.

The new Visitors Guide will be available online as well on both [www.Syracuse.com](http://www.Syracuse.com) and [www.VisitSyracuse.org](http://www.VisitSyracuse.org)

The first publication will be available December 2008.

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