

# Press Release

Springfield, Missouri, Convention & Visitors Bureau

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## CVB Launches 2009 Advertising Campaign

Springfield, Mo. – The Convention & Visitors Bureau recently launched its spring 2009 advertising campaign targeting leisure travelers.

The \$1,040,000 campaign is the largest in the bureau's history thanks to an additional \$240,000 available this year from the Missouri Division of Tourism's Cooperative Marketing Program. The CVB received \$520,000 for the campaign from the Division of Tourism and matched the funds from local sources, including CVB funds and a partnership with Bass Pro Shops, Fantastic Caverns and Wonders of Wildlife.

"The extra funding couldn't have come at a better time," said CVB Marketing Director Laura Whisler. "With the slow economy and downturns in travel, it's more important than ever to beef up our marketing efforts,"

The "Memories You'll Treasure ... Forever!" campaign includes TV, radio, print and online components. The ads encourage people to visit Springfield and go to [www.VacationSpringfield.com](http://www.VacationSpringfield.com) to request a "Passport to Family Fun," a coupon book with more than \$250 in discounts to area attractions, restaurants and retailers.

Ads are running in St. Louis, Kansas City, Tulsa, Oklahoma City, Wichita, Topeka, Fayetteville and Des Moines through June 30.

This is the second year for the "Memories You'll Treasure ... Forever!" campaign, which received several awards in 2008.

To see the television ads, visit <http://www.youtube.com/watch?v=-82K9mFZhos> and <http://www.youtube.com/watch?v=ixYK7nnCAps>. The radio ad is here: <http://www.youtube.com/watch?v=o8wvs3XSacE>.

The nonprofit CVB serves as the primary marketing organization responsible for implementing programs that increase travel and tourism in the Springfield metropolitan area. The bureau is the official destination marketing organization for Greene, Christian and Polk counties.

For more information, call 417-881-5300 or 800-678-8767.