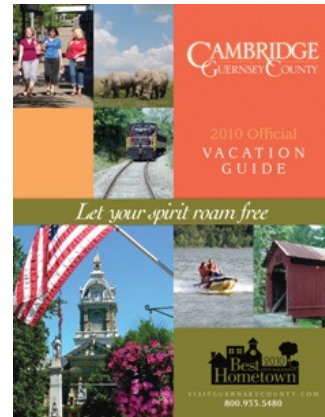


2010 Official Cambridge/Guernsey County Vacation Guide available

Cambridge, OH (January 4, 2010) – The Cambridge/Guernsey County Visitors & Convention Bureau announced this week that distribution of its 2010 Vacation Guide is officially underway.

“The new guide is much different from years past,” said VCB Executive Director Debbie Robinson. “For years we have produced a full-color brochure (4”x9”). However, this year we unveiled a larger magazine-style guide (8.5”x11”), plus a smaller companion piece, to use in our fulfillment of inquiries for area information. The reason was two-fold. First, in 2010 we celebrate the VCB’s 30th anniversary and have given our marketing materials, advertisements and logo a fresh new look. Second, it was actually more cost effective to print a larger brochure with a companion piece.”



The VCB will distribute the larger Vacation Guide to groups, area businesses, events, attractions, lodging properties, etc. However the smaller piece is designed to fit within standard brochure racks, measuring 4”x9”, and is full-color. These pieces will be sent to state welcome centers. “The companion piece is a ‘teaser piece’ that we will use to entice people to call on us for the full guide,” Robinson noted.

The 2010 vacation guide includes a “Cool Sites” and “Great Times” page, attractions and museums, outdoor recreation, shopping, arts & entertainment, lodging, and dining. Activities for families in the Cambridge/Guernsey County area include Salt Fork State Park, Seneca Lake, horseback riding, The Living Word Outdoor Drama, shopping in Historic Downtown Cambridge, glass factory and museum tours, the Wilds, Byesville Scenic Railway train rides, and over 100 festivals and events held throughout the year, an updated county map highlighting The Great Guernsey Trail, and much more. The guide also features a Guernsey County Savings Card. Many attractions, shops, and businesses will offer valuable discounts or special offers in March.

Robinson indicated area residents are encouraged to stop by the Tourist Information

Center in downtown to pick up copies of the guide for family reunions, weddings, etc.

“The VCB staff is happy to provide Vacation Guides to any individual, business, or organization who requests them. In addition, the VCB can package information on hotels, restaurants, area attractions, and shopping,” said Robinson.

“Because of the great local support of advertisers for the 2010 guide, the VCB was able to capitalize on several new opportunities to promote the Official Vacation Guide,” Robinson continued. “During the VCB’s 30th anniversary year and to celebrate our Best Ohio Hometown designation, we will advertise locally with full color advertisements in three of the Sunday issues of *The Daily Jeffersonian* this month. We were also able to add new travel shows, and advertisement placements regionally and nationally in the coming months! We thank the community for its support!”

For more Vacation Guides or information on the services the VCB provides to the community, call the VCB office at 740-432-2022 or visit them online at www.VistGuernseyCounty.com