

SOUTHEAST COLORADO REGIONAL TOURISM GROUP

*Crowley County Otero County Bent County Prowers County Kiowa County Baca County
1840 W. Amb. Thompson Blvd., Las Animas, CO 81054*

FOR IMMEDIATE RELEASE

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Marketing Toolkit provided by the Southeast Colorado Regional Tourism Group

Las Animas, Colo., May 14, 2007 – Ms. Kelli Hepler, an award winning graphic designer and marketing professional of the Walden Mills Group, presented a workshop in April 2007 on Marketing 101 techniques designed to assist tourism related businesses, chambers, economic development agencies, tourism sites, and students understand how to work with the media to promote their product or event.

A Marketing Toolkit has been developed to provide information on everything discussed at the workshop and templates for marketing materials such as press releases and event planning. The toolkit is a work-in-progress that will be refined from the feedback of those using it and from other marketing tips we learn over the course of the year. Final copies of the Marketing Toolkit will be provided at the end of the year to those that provide feedback on the materials.

Marketing Toolkits are available at the Fowler Town Hall, Rocky Ford Growth and Progress, Small Business Development Center at Otero Junior College, La Junta Economic Development, Bent County Development Foundation, Prowers County Development, Lamar Chamber of Commerce, Baca County Economic Development Commission, Kiowa County Economic Development Foundation, Eads High School, and the Crowley County Commissioners office.

The SECORTG appreciates the support of Preserve America; Colorado Department of Local Affairs - Energy & Mineral Impact Funds; Colorado Historical Society; Colorado Tourism Office, Heritage Tourism Pilot Project; Anschutz Family Foundation; El Pomar Foundation; Southern Colorado Economic Development District and our local communities.

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