



FOR IMMEDIATE RELEASE
September 16, 2009

Contact: Doug LaPlaca, Visit Bend, 541-382-8048, doug@visitbend.com
Justin Yax, DVA Advertising/PR, 541-389-2411, justin@dvaadv.com

**VISIT BEND LAUNCHES 'MY GROUP' PROMOTION TO INCENT LOCALS TO
BRING THEIR ORGANIZATION'S EVENTS AND CONFERENCES TO BEND**

**Winning group will receive \$5,000 donation from Visit Bend to
their organization or the charity of their choice.**

(BEND, Ore.)—In July, Visit Bend launched a unique new group sales initiative aimed at helping local residents who are part of a group or chapter with a larger governing body at the regional or national level, with securing, planning, and coordinating their organization's events in Bend.

Visit Bend has taken that effort one step further with the launch of their new "My Group" promotion, whereby locals who work with Visit Bend to successfully bring their event to Bend are eligible to receive a \$5,000 donation to their organization or the charity of their choice. Complete details of the promotion can be found at www.visitbend.com/mygroup.

"Most of us belong to at least one national organization such as Trout Unlimited or the American Quilters Society, and these groups annually hold meetings, conventions, conferences, tournaments and retreats at locations across the country," said Doug LaPlaca, president and CEO of Visit Bend. "We want locals to know we're here to help them bring their organization's event to Bend, and that we're ready to make a \$5,000 contribution to that group as a result."

-more-

My Group - page 2

The “My Group” promotion will be advertised throughout Central Oregon via radio, online and print advertising. To listen to the “My Group” radio commercial, visit www.visitbend.com/mygroup .

Anyone interested in working with Visit Bend to bring their organization’s regional or national event to Bend can contact Angie Darby, Visit Bend’s director of sales, at 541-382-8048 or angie@visitbend.com. Complete details of the “My Group” promotion can be found at www.visitbend.com/mygroup.

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor Guide to Bend, contact Visit Bend at 800-949-6086 or visit www.visitbend.com.

#