



FOR IMMEDIATE RELEASE
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Contact: Kevney Dugan, Visit Bend, 541-382-8048, kevney@visitbend.com

**Bend, Oregon to host 2012 National Conference for
Northwest Outdoor Writers Association**

(BEND, Ore.)—Northwest Outdoor Writers Association (NOWA), which is comprised of professional outdoor communicators dedicated to the pursuit of excellence in outdoor journalism, has awarded the 2012 Northwest Outdoor Writers Association Annual Conference to Bend, Oregon.

This announcement comes on the heels of the 2011 Annual Meeting in Bellingham, Washington where the executive committee chose Bend as the destination for 2012.

“I have been trying to get this group to Bend for 10 years,” said Gary Lewis, local writer, TV personality and former president of the board of directors for NOWA. “This is a great opportunity to introduce my friends, fellow members, and their families to everything I get to enjoy on a weekly basis by living in this amazing area.”

The 2012 NOWA Annual Meeting will be held April 27-29 at the Shilo Inns & Suites. The meeting is expected to attract approximately 150 visitors from around the Northwest including members from Canada. Visit Bend will work with NOWA over the coming months to identify activities and events for visitors to enjoy while in town.

“While all of the bids NOWA received to host this event were very impressive, Bend’s community-wide support, endless outdoor opportunities, and

commitment to producing a first class event convinced us that Bend would be a very worthy host city," said Debbie Kerr, Executive Director for NOWA.

Kevney Dugan, Director of Sales and Sports Development for Visit Bend, said the NOWA conference is an excellent opportunity for Bend to catch the attention of prominent outdoor communicators. "We are thrilled about this group coming to Bend," he said. "These are some of the most influential writers, photographers, broadcasters, and illustrators in the Northwest and I am confident the City of Bend will reap the rewards for years to come."

In recent years, Bend has been named #1 Town for Sportsmen (*Outdoor Life*), America's Top Adventure Town (*Men's Journal*), Top 10 Fly Fishing Towns in the U.S. (*Fly Fisherman*), one of the Best Fishing Towns in America (*Field & Stream*), best trail running town (*Outside*) one of the country's Top Five Ski Towns (*Travel + Leisure*), and the #1 mountain biking town in the United States (*Mountain Bike Action*).

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. We're a leading provider of information on Bend, Oregon hotels, restaurants, activities, and Oregon vacation planning. To learn more or to order a complimentary Official Visitor Guide to Bend, contact Visit Bend at 1-800-949-6086 or visit www.visitbend.com.

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