

PRESS RELEASE

SPACVB CREATES CONVENTION CENTRAL DVD

FOR IMMEDIATE RELEASE

For more information, contact:

Melissa Sabel, 715/344-2556 ext. 16, melissa@stevenspointarea.com

STEVENS POINT, Wis. (November 8, 2006) -- The Stevens Point Area Convention & Visitors Bureau (SPACVB), in conjunction with its "*Convention Central*" campaign, has created a DVD featuring the area's new and revitalized convention facilities.

"This initiative will be the first of its kind for the area, offering a unique opportunity to meeting planners who don't have the luxury to visit the properties in person," said Sara Brish, Stevens Point Area Convention & Visitors Bureau (SPACVB) Director of Sales and Marketing.

Through utilizing current technology, the aim of the DVD is expedite the site selection process. However, this is not the only assistance the SPACVB staff is ready to help meeting and convention planners with. The SPACVB staff can also assist with pre-convention planning assistance, public relations assistance, name badges, special event activities, entertainment, tours, a community representative to welcome your attendees and welcome bags.

"We are continually looking for ways to improve the ease of planning a meeting or convention. The DVD allows meeting planners the flexibility to decide when and where to take a virtual tour of the area's facilities," said Tom Barrett, SPACVB Executive Director.

A portion of the campaign will be financially supported by a second year Joint Effort Marketing (JEM) grant, funded by the Wisconsin Department of Tourism.

The Stevens Point Area Convention and Visitors Bureau aggressively markets Portage County as a destination for leisure travelers, conventions, motorcoach tours and sporting events, thereby contributing to the economic development of our communities. For more information about Convention Central visit our website, www.conventioncentral.org.