

PRESS RELEASE

OFFICIAL 2010 STEVENS POINT AREA VISITORS GUIDE AVAILABLE NOW

FOR IMMEDIATE RELEASE

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STEVENS POINT, Wis. (December 30, 2009) -- The official 2009 Stevens Point Area Visitors Guide is available now, free of charge. The annual publication is produced by the Stevens Point Area Convention & Visitors Bureau (SPACVB) to promote Portage County tourism.

The 2010 Stevens Point Area Visitors Guide features a new larger area map, with detailed key, as well as new editorial copy featuring the area's attractions, events and points of interest. As the area's most comprehensive visitor publication, it includes information on area accommodations, dining, shopping, attractions, calendar of events, community services and places of worship. The guides serve as a planning resource to area visitors, convention attendees, and sporting event attendees as well as local residents. Over 50,000 of these guides will be distributed in 2010 throughout Wisconsin and the Midwest.

In 2009, the SPACVB introduced a Visitors Guide delivery service, bringing Stevens Point Area Visitors Guides to your business, free of charge, on a monthly basis. This program will continue for 2010 and allows your business or organization to have a continual supply of visitors guides for customers and visitors at your location. Tabletop display racks for the Stevens Point Area Visitors Guide will also be included. If you are interested in participating, please call 715-344-2556.

The visitors guide is available for download on the SPACVB Web site, www.stevenspointarea.com. Additional resources for Portage County are also available online or at the Visitor Information Center, 340 Division Street North, Stevens Point.

The Stevens Point Area Convention and Visitors Bureau is an economic and community development organization whose purpose is to expand Portage County's economy by attracting conventions, sporting events and leisure tourists to Portage County. Millions of dollars from visitor spending and increased tax revenues can be generated to increase commerce, sustain jobs and to create a desirable destination. The CVB provides visitors with state and local information including travel guides, maps and brochures. To receive more information on the Stevens Point Area Convention and Visitors Bureau and their services visit www.stevenspointarea.com or stop by the Visitor Information Center located at 340 N. Division Street, Stevens Point.

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