



FOR IMMEDIATE RELEASE

March 15, 2010

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The Serious Business of Having Fun topic at Marketing Exchange Luncheon

SALEM, ORE. — Having fun is serious business. Just ask Jennifer McCormick, marketing specialist at the Oregon Parks & Recreation Department. McCormick will be the keynote speaker at Travel Salem's Marketing Exchange Luncheon which will be held at Marco Polo Global Restaurant (300 Liberty St. SE, Salem) on Thursday, March 18, 2010 from 11:45 a.m. to 1:15 p.m.

The topic of this luncheon is "The Serious Business of Having Fun." McCormick has the inside success story on how Oregonians can experience Oregon's state parks while connecting to people through meaningful outdoor experiences — all in the name of having fun!

This luncheon is a great educational opportunity and forum for attendees to promote their business by displaying literature and network with other attendees. Travel Salem's Marketing Exchange also features a drawing for a premier give-away. Attendees could win a spa package from Today's Hair Salon and Day Spa valued over \$100.

As part of Travel Salem's "Absolutely Giving Back" program, attendees are encouraged to bring canned or non-perishable food items to this event. Travel Salem will donate the contributions in a timely manner to various local charities or aid organizations.

Those interested in attending this luncheon should contact Travel Salem at 503-581-4325, ext. 58 to reserve a seat! RSVPs and prepayment of \$18 is required if purchased by March 12 / \$23 at the door with limited seating available.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$496 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at the historic Grand Hotel building (181 High St. NE, Salem), two I-5 satellite visitor information locations located at the Best Western Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website www.TravelSalem.com****