



FOR IMMEDIATE RELEASE

January 12, 2010

Contact: Anthony Tham
Public Relations Manager
503-581-4325, ext. 25
atham@TravelSalem.com

Closing the Generation Gap topic at Marketing Exchange Luncheon

SALEM, ORE. — Travel Salem's Marketing Exchange Luncheon will be held at the Keizer Renaissance Inn (5188 Wittenberg Lane N, Salem) on Thursday, January 21, 2010 from 11:45 a.m. to 1:15 p.m.

The topic of this luncheon is "Close the Generation Gap: Integrated Marketing Strategies to Tap into Purchasing Power for Unique Generations." The keynote speaker is Jennifer Larsen Morrow, President of Creative Company — a strategic branding and communications firm that has been providing marketing strategy and highly successful branding programs to a wide range of businesses for more than 30 years. Morrow will present insights on the perspectives of each generation and provide guidance in reaching each of those groups.

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 gift basket from Keizer Renaissance Inn.

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. 30 to reserve a seat! RSVPs and prepayment of \$18 is required if purchased by January 15 / \$23 at the door with limited seating available.

###

****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****