



**FOR IMMEDIATE RELEASE**  
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## **2017 Solar Eclipse is the Topic for Travel Salem's Marketing Exchange Luncheon**

**Luncheon Slated for Thursday, November 19**

**SALEM**— For the first time in nearly 40 years, a total solar eclipse will sweep across the entire United States continent on August 21, 2017. Thousands of “eclipse chasers” will travel to places where the total eclipse can be viewed, and Salem is one of those key destinations. The science behind this extraordinary phenomenon and how businesses and organizations can start preparing to host the thousands of people who will visit the region in the days leading up to and after the eclipse will be discussed at Travel Salem's next marketing exchange luncheon on Thursday, November 19, from 11:45 a.m. to 1:30 p.m. at the Northwest Wine Studies Center (located at 215 Doaks Ferry Rd NW in Salem).

Jim Todd, Director of Space Science Education at the Oregon Museum of Science and Industry (OMSI), will be the keynote speaker. The cost to attend the luncheon is \$18 in advance and \$23 at the door. Reservations are required and can be made online at [www.travelsalem.com](http://www.travelsalem.com) or by calling 503-581-4325, ext. 158. The deadline to RSVP is Friday, November 13.

The November marketing exchange luncheon is sponsored by Honeywood Winery, Salem Business Computers and the Northwest Wine Studies Center. Luncheon attendees are encouraged to bring brochures and business cards for the marketing exchange table and to enter to win raffle prizes provided by industry partners.

Travel Salem is also partnering with The Salvation Army Toy & Joy Project this year. Luncheon attendees who want to contribute to this cause are invited to bring a new, unwrapped toy to the November luncheon. For more information about the marketing exchange luncheon or other Travel Salem programs, go to [www.travelsalem.com](http://www.travelsalem.com) or call (503) 581-4325.

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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 \$548 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at 181 High St. NE, in downtown 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](http://www.TravelSalem.com)\*\*\**