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**Travel Salem Receives \$7,500 from Travel Oregon to Produce an Interactive Online Map**

SALEM, ORE. — Travel Salem's proposal to produce an interactive online map was one of 10 tourism destination projects in the state to garner a portion of a \$60,000 grant by Travel Oregon's Matching Grants Program. Travel Salem received \$7,500 to produce an interactive map featuring cultural and heritage highlights in Marion and Polk County. Created in 1986, the annual Matching Grants Program supports new projects that improve local economies and communities by enhancing, expanding and promoting Oregon's visitor industry.

"This dynamic, colorful map will help connect visitors with some of our most prized cultural heritage attractions from one user-friendly format," said Angie Morris, CEO of Travel Salem. "The ultimate goal of the map is to encourage visitors to stay longer in our communities and to take full advantage of the rich cultural diversity of our region."

The Matching Grants Program selection committee, representing private and public sector organizations, selected this year's grant finalists from a pool of 29 applicants. The 10 commission-approved projects are located throughout the state and, when complete, will fulfill a range of local, regional and state needs for improved tourism capacity.

"The grant dollars provide seed money to projects that will increase Oregon destinations' visibility among potential visitors," said Carole Astley, industry relations manager at Travel Oregon. "The 10 applicants we selected are thinking about long term return-on-investment for developing and promoting tourism in the regional areas their organizations serve."

Those interested in taking advantage of this interactive online resource to promote their attraction can contact Irene Bernards at [ibernards@TravelSalem.com](mailto:ibernards@TravelSalem.com). "We encourage cultural and heritage nonprofits in Polk and Marion counties to leverage the dollars we've received through this grant," said Morris.

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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 \$452 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](http://www.TravelSalem.com)\*\*\**