



FOR IMMEDIATE RELEASE

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Travel Salem Launches “Absolutely Giving Back”

Program aims at assisting charitable organizations

SALEM, ORE. — Travel Salem promotes the Salem area as a leisure tourism and convention and event destination strengthening the communities it serves through increased visitor expenditures - \$496 million in 2008. However, Travel Salem is also committed to strengthening the region by giving back through the organization’s “Absolutely Giving Back” program.

Travel Salem holds various events throughout the year such as Marketing Exchange Luncheons, Team Salem meetings, and special events. Travel Salem also operates the Travel Café Visitors Center located downtown Salem at 181 High Street NE. These activities, along with the Travel Café, attract thousands of people. In an effort to “Absolutely Give Back” Travel Salem is collecting canned or non-perishable food items and new and used winter coats for children throughout the year at the Travel Café.

Travel Salem will donate the contributions in a timely manner to various local charities or aid organizations.

Support Travel Salem’s “Absolutely Giving Back” campaign and your local community by visiting the Travel Café (181 High St. NE Salem) with contributions.

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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****