



FOR IMMEDIATE RELEASE
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First Wednesday Crowd “Absolutely Gives Back” at Travel Salem’s Travel Café

SALEM, ORE. — More than 150 people crowded the Travel Café during First Wednesday on November 4, and many brought along food and clothes to “give back” as part of Travel Salem’s “Absolutely Giving Back” program. Fifty-two pounds of food and 22 items of clothing and coats were contributed towards the program, which aims at assisting charitable organizations. The donations were presented to Salem’s Mid-Valley Women’s Crisis Service the very next day.

“We’re incredibly honored to be the first organization to receive items collected through Travel Salem’s Absolutely Giving Back program,” said Jayne Downing, executive director at the Mid-Valley Women’s Crisis Service. “We really appreciate community members that understand how important our work is and we can’t do it without those who make a difference for us and for the community.”

“It was great to see the community donating to such a great cause,” said Sarah Kammerer, Travel Salem Tasting Room Associate and Events Assistant at Willamette Valley Vineyards. “Everyone was eager and excited to help the community.”

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****