

## **MEDIA ADVISORY**

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### **The Augusta Convention & Visitors Bureau Launches New Destination Marketing Campaign**

*Augusta, GA* - Please join us for the launch of Augusta's new destination marketing campaign on Thursday, September 10 at 1:00pm outside of Augusta & Co. at 1010 Broad Street. The Augusta Convention & Visitors Bureau (CVB), along with their creative agency of record, Wier/Stewart, will be present to launch this exciting new campaign for Augusta.

“With this new campaign we’re building the destination brand for the benefit of locals and visitors,” said Bennish Brown, Augusta Convention & Visitors Bureau, President/CEO. “We’re highlighting what separates Augusta from other destinations, saying loud and proud what we can authentically promise and deliver. Our community will benefit from having this exciting and defining identity and campaign to rally behind.”

The new campaign positions Augusta's River Region as a destination that provides travelers the opportunity to experience a new destination like a local by offering accessible, authentic experiences to travelers in the Southeast with a comfortable friendliness that brings them into the fold of the Augusta community.

With the new campaign the Augusta CVB seeks to achieve five main goals:

- Be Bold, Diverse and Young
- Use Augusta's Story to Influence the Decision to Travel Here
- Promote Our "Local Experience" to Leisure Travelers
- Encourage Local Buy in and a Sense of Community Pride
- Increase Market Share in Conventions, Events and Leisure Travel

"It's no secret we're huge fans of Augusta. It's been incredible to work with the talented team at the Augusta CVB to create a campaign that truly gets to the heart of the matter...our city's SOUL is defined by the people who live here. And, we believe that's a key component to telling our story and attracting visitors to experience what we love about our home, " said Daniel Stewart, Wier/Stewart, President & COO.

Directly following the campaign unveiling, complimentary merchandise for reporters and individual interview opportunities will be available with:

- Bennish Brown – Augusta CVB, President/CEO
- Lindsay Fruchtl – Augusta CVB, VP of Marketing
- Alex Wier – Wier/Stewart, Chief Creative Officer

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