



Marketing Matching Grant Recipient Press Release template

Communication goal: Announce the award of the Marketing Matching Grant from the Colorado Tourism Office, and provide a summary of the project and its intended benefits and added value for the destination/organization.

Recommended components:

Contact information: Who should media reach out to if they have questions?

Sample Title: [Organization/Community] Awarded Grant from the Colorado Tourism Office [to enhance XX program/drive visitor spending, etc.]

Dateline: City, Colo - Day, Month, Year - Lead: [*This is the most information for regional news--who, what, when, where, why*]

P1 - [Example lead: The Colorado Brewers Guild was awarded a \$14,400 marketing matching grant from the Colorado Tourism Office to fund the development of the Liquid Arts Passport Program, a digital passport for consumers to use and redeem discounted tastings or other offers at Colorado breweries, wineries, distilleries and cideries throughout the state.]

P2 - Provide a brief overview of the project and its objectives. Also, consider:

- How will this project drive economic growth and support the travel/tourism industry in your destination?
- How will this project impact the visitor experience in your destination?
- How will this project spur innovation and adaptation in the post-pandemic travel landscape?
- Is this project a collaborative effort between multiple industry partners?

P3 - Quote from applicant organization - *briefly describe the goal of the project and the impact you hope it will have on your destination or organization.*

P4 - Description of grant program: The grant program awards funding to eligible applicants for projects that promote the state as a tourism destination, supporting CTO's mission to "drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state." Tourism is widely-regarded as Colorado's industry most-deeply impacted by COVID-19 containment in 2020.

Project work will begin in January 2021 and will spur future economic development and recovery for the tourism industry next year and beyond. The CTO's Marketing Matching Grant Program awards grants up to \$25,000 and applicants must demonstrate a 1:1 match, including an in-kind match of up to 20 percent.

P5 - Call to action: To learn more about [*project name*] or other travel initiatives in the [*destination*] area, please visit [*link to visit organization/destination page*].

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For questions or recommendations on release writing and distribution, please feel free to contact CTO Communications Manager Abby Leeper Gibson at abby.leeper@state.co.us.