OEDIT Industry Partner Press Release Template

Communication goal: This press release template is designed to support Colorado industry partners as they announce program acceptance or awards related to OEDIT and divisional programs. The template includes a summary of the project and its intended benefits and added value for the destination, community, or organization, and when completed, can be distributed to local/regional media and stakeholders.

Please reference this industry partner press release as an example.

Recommended components:

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

Sample Title: Colorado Brewers Guild Awarded Tourism Management Grant from the Colorado Tourism Office to develop the Liquid Arts Passport Program

Subtitle: *Briefly explain the top benefit the project or program provides [Example: Passport program will drive visitor spending and support COVID-19 recovery in several Colorado destinations]*

Dateline: CITY, Colo. - Day, Month, Year - **Lead:** This sentence or two provides the most essential 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, explain how the project fits the program selection criteria:**
- *Is this considered product development, like new inclusive travel offerings, bicycle tourism guides, food, and farm trails, travel philanthropy programs?*
- *Does it support tourism workforce development?*
- *Is it a strategic planning project that focuses on stakeholder and resident engagement or destination management?*
- *Is it a research study that will benefit the destination and industry?*
- *Does it provide Infrastructure that directly enhances the visitor experience through increased access or engagement? (e.g., wayfinding, educational or interpretive signage, educational kiosks, river access, trail maintenance)*

- *Does this project advance low-impact travel experiences, foster inclusive travel opportunities, encourage responsible visitation, address seasonality, champion the value of tourism, or target conscientious travelers?*

P3 - **Quote from an official representative of the partner organization:** Briefly describe the goal of the project and the impact you hope it will have on your destination or organization.

P4 - Official description of the program: The Colorado Tourism Office's Tourism Management Grant provides funding for tourism-related projects that develop, enhance, or manage visitor experience in Colorado.

The maximum grant amount is $20,000 and the required match is 4:1. For every $1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office provides $4 in matching funds. Projects must be completed within the 12-month period between May 1, 2022, and May 1, 2023.

P5 - Call to action: This last sentence or two should encourage readers to learn more about the organization, community, or program and provide either a website URL, contact information of the program manager, or both. [Example: To learn more about the Colorado Liquid Arts Passport Program, please visit taste.coliquidarts.org]

ABOUT ORGANIZATION: Insert organization boilerplate language, if applicable

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