



## **MEDIA RELEASE**

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### **CORTLAND COUNTY CONVENTION & VISITORS BUREAU ANNOUNCES RELEASE OF 2020 CORTLAND COUNTY VISITORS GUIDE**

(CORTLAND, NY): Experience Cortland, the Cortland County Convention & Visitors Bureau, is pleased to announce the release of the official 2020 Cortland County Visitors Guide. Featuring cover photos depicting a taste of the variety of activities one can experience throughout the county, the new guide encourages visitors and locals alike to Experience Cortland.

The 2020 Visitors Guide is a completely revamped piece – different from anything ever produced by the CVB before. A full-color, 8 ½ x 11 glossy piece, the 2020 Visitors Guide is a magazine-style piece, which visitors will want to hold on to for the entirety of the year. There is also a digital version of the guide available on the Cortland County CVB's website, [www.experiencecortland.com](http://www.experiencecortland.com). The digital guide can be viewed via the website or downloaded directly to a mobile device.

“We are thrilled with the 2020 Cortland County Visitors Guide,” said CVB Executive Director Meghan Lawton. “This comprehensive piece is engaging, informational, and does a phenomenal job of depicting everything that makes Cortland County a premiere tourism destination for visitors from around the globe. It showcases Cortland County’s many diverse tourism businesses, attractions and events. A true passion piece for the CVB, I can’t thank our staff enough for the work put into this guide. We are excited for the world to view it, and utilize it as they visit Cortland County.”

Guides can be picked up at the CVB office, located at 42 Main Street in Cortland. Area residents are encouraged to call, stop by the CVB office, or arrange to have a visitor guide mailed to friends or family who may be interested in visiting Cortland County. Area businesses who would like to have a supply of visitor guides at their location are also encouraged to contact the CVB at (607) 753-8463 or [info@experiencecortland.com](mailto:info@experiencecortland.com).

The 2020 Visitors Guide will be a central piece to the 2020 CVB marketing plan, and will feature predominately in the new Cortland County Visitors Center, scheduled to open in late March. More information on the Visitors Center will be forthcoming as construction continues and the Center nears completion.

The Cortland County Convention & Visitors Bureau's purpose is to enhance the general economy of Cortland County, its cities, towns and villages, through promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities.

The CVB office is located at 42 Main Street, Cortland, NY. For more information on the Cortland County Convention & Visitors Bureau, please call (607) 753-8463, visit us on the web at [www.experiencecortland.com](http://www.experiencecortland.com), or follow us on our social media channels @experiencecortland.

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