



**FOR IMMEDIATE RELEASE:
March 24, 2004**

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DiscoverSouthwestNY.com Partners With Holiday Valley Resort

Southern Tier West Regional Planning and Development Board, the host of the DiscoverSouthwestNY.com web site, announced today that Holiday Valley Resort is the most recent partner to join their Partnership Program to market and promote the Southern Tier West Region. The purpose of the program is to encourage organizations within the region to assist in promotion and future development of the site.

Jane Eshbaugh, Director of Marketing for Holiday Valley Resort said, "I am excited to lend our support as a partner in marketing this new web site." She said 500,000 visitors come to the resort annually and having a web site that will help us grow our business will also help the community. "We are looking at a variety of ways we can advertise the site to our customers, as well as the community," she said.

Launched in February, DiscoverSouthwestNY.com is designed to provide virtual tours of the business, residential and tourism opportunities that exist in Allegany, Cattaraugus, and Chautauqua counties. "DiscoverSouthwestNY.com is a powerful tool to help the region as whole," said Donald Rychnowski, Director of Southern Tier West.

He noted that since the launch of the web site, there has been an average of 150,000 hits per week and Southern Tier West has received numerous comments on the web site via the site, e-mail, and telephone. “This is an excellent start, but there is much more work to be done and we will need everyone to step up to the plate and give us a hand,” he said.

There are many methods by which an organization can become a partner to market and promote the web site including, but not limited to, the following:

- A link from partners’ web sites to DiscoverSouthwestNY.com
- Publicizing the web site to their customers and employees through newsletters, paychecks, bulletin boards
- Distribution of marketing materials in mailings, lobbies, etc.
- Incorporating DiscoverSouthwestNY.com in their marketing efforts
- Contributions towards the build-out of the web site or the marketing campaign

For further information on how you organization can become a partner in this regional effort, contact Mr. Rychnowski at Southern Tier West by phone 716-945-5301 or by e-mail drychnowski@southerntierwest.org. To learn more about the Partnership Program visit DiscoverSouthwestNY.com and click on About Us.

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