

Tacoma Regional Convention + Visitor Bureau

[NEWS RELEASE]

FOR MORE INFORMATION CONTACT:

Bre' Greenman [253] 284-3263 work
Communications Coordinator [253] 882-9459 cell
bre@traveltacoma.com

FOR IMMEDIATE RELEASE

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Tacoma Regional Convention + Visitor Bureau Partners to Create New Destination Video for Pierce County

Tacoma, Wash. – The Tacoma Regional Convention + Visitor Bureau [TRCVB] has partnered with Hand Crank Films [HCF] and JayRay to produce a new destination video for Tacoma + Pierce County. The video will show visitors why they should make Pierce County a travel destination. It will highlight the breadth of activities available in the region from the vast outdoors to cultural attractions.

The TRCVB team will film many locations and local businesses July 27-28. Follow the filming on [Facebook.com/TravelTacoma](https://www.facebook.com/TravelTacoma) for real-time updates. Locations will include:

- Museum of Glass
- Chihuly Bridge of Glass
- Pacific Avenue: hello, cupcake, storefronts and Univ. of Washington Tacoma
- Terry's Berries
- Hotel Murano and Bite Restaurant
- Proctor District with scooters provided by NW Motor Scooters
- University of Puget Sound
- Chambers Bay Golf Course
- Chambers Creek Properties with kayaks provided by Dock Street Marina
- Lakewold Gardens
- Fife's rare train engine and Dacca Barn
- Crystal Mountain and Mount Rainier were filmed on July 11

The two to three minute destination video will capture the beauty and vibrancy of Pierce County with footage from locations in Tacoma, Puyallup, Fife, Lakewood, Mount Rainier, Gig Harbor and Sumner. Shots will include culinary experiences, hiking, glassblowing, shopping, golfing, kayaking, staying overnight and more.

The new destination video is scheduled for reveal on August 31. The video will be available on traveltacoma.com, used on social media, in presentations to clients, for media purposes and shared with global audiences.

About our partners:

HCF is a full-service, award-winning, production company, directing, filming and editing the video that will captivate viewers and draw visitors to Pierce County. HCF has earned awards including multiple Telly Award winning commercials, public service announcements, film and documentary awards and more. JayRay is a communications consultancy offering a variety of services in advertising, branding and public relations. As a small agency, JayRay builds relationships with clients to provide award-winning communications, strategy and creative across a broad range of industries. HCF and JayRay are collaborating on the development of the video project.

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA.

1119 Pacific Ave., Suite 1400
Tacoma, WA 98402
T [253] 627-2836
F [253] 627-8783
traveltacoma.com

