

Tacoma Regional Convention + Visitor Bureau

Tacoma Regional Convention + Visitor Bureau Partners with SagaCity Media New Direction for 2013 Tacoma + Pierce County Visitor Guide and Meeting Planner Guide

Aug. 15, 2012—Tacoma, Wash.—The Tacoma Regional Convention + Visitor Bureau [TRCVB] has partnered with SagaCity Media Inc. to publish the official 2013 *Tacoma + Pierce County Visitor Guide* and 2013 *Tacoma + Pierce County Meeting Planner Guide*.

Readers can expect a fresh twist on the TRCVB's publications, incorporating new design, dynamic storytelling and content strategies for print, online and mobile formats. The visitor guide will publish in January 2013 and the meeting planner guide in July 2013.

"Our new partnership with SagaCity Media allows us to tap into resources we have not previously had, enhancing our publications to inspire both visitors and meeting planners to choose Tacoma + Pierce County," said Bennish Brown, TRCVB President + CEO.

Publisher of the *Washington State Visitors' Guide*, SagaCity Media brings six years of experience promoting tourism in Washington state and 10 years in publishing.

"We are eager to help tell the stories of Pierce County and share what makes this region unique through beautiful photographs and compelling articles," said Nicole Vogel, President and Publisher of SagaCity Media Inc. "We are invested in the success of bringing visitors to Washington state and it's incredibly important to showcase this county's assets."

SagaCity Media also publishes visitor guides for Travel Portland, Lane County Oregon, Visit Bellevue and Washington County. SagaCity Media is known as a Northwest leader in publishing for a variety of lifestyle and niche publications including *Seattle Met* and *Portland Monthly* magazines, *Seattle Met Bride & Groom*, *Portland Bride & Groom* and more.

Pierce County businesses can utilize these publications as part of their marketing plan to reach leisure travelers and nationally-qualified meeting planners in their trip- and event-planning process. TRCVB members will receive a discounted advertising rate. For information on advertising, contact Jeff Adams at [206] 454-3007 or jadams@sagacitymedia.com; and for TRCVB membership, contact Andrea Mensink at [253] 284-3268.

###

About Tacoma Regional Convention + Visitor Bureau

The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International. For more information, visit www.traveltacoma.com.

About SagaCity Media Inc.

SagaCity Media Inc. is a multimedia company that publishes more than two dozen editorial and custom magazines in the Pacific Northwest and the Mountain West. With its proprietary titles and its projects for outside clients, SagaCity Media provides an authoritative voice that fosters community and sets ambitious standards in industries ranging from tourism to bridal to golf.

For More Information Contact:

Bridget Baeth, Director of Marketing + Communications
bridget@traveltacoma.com | [253] 284-3267

where ART + NATURE meet

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

