



## **Rachael Ray to Feature Omaha**

### **FOR IMMEDIATE RELEASE:**

Omaha will be featured in the popular magazine 'Every Day with Rachael Ray'. The Omaha Convention and Visitors Bureau (OCVB) encouraged visitors and residents to submit unique Omaha experiences to the magazine and "the response was fantastic" said OCVB Executive Director Dana Markel, "the magazine plans to feature Omaha in its April 2008 edition." The magazine has a national monthly circulation of 300,000. The magazine's readers are primarily women with an average annual income of over \$70,000. "It's a perfect demographic for Omaha, the family vacation decision makers," said Markel "we're seeing more and more families realizing the unique discoveries they can make here in Omaha."

With the addition of the exposure in 'Every Day with Rachael Ray', Omaha will be in the national spotlight almost every month through the end of the year. "2008 is proof Omaha is growing into a first class destination," said Markel.

Omaha's national exposure begins in January as a featured city on American Idol. In March, Omaha will be highlighted on the CBS television network hosting Rounds I and II of the NCAA Men's Basketball Championships, in May the annual Berkshire Hathaway shareholders meeting consistently garners international attention. In June Omaha will be the focus of television coverage on NBC as it hosts the US Olympic Swim Trials and on ESPN for the NCAA College World Series. The USATF National Junior Olympic Track and Field Championships take place in Omaha in July as well as the National Veterans Wheelchair Games. The Cox Classic airs nationally on The Golf Channel and Omaha wraps up the year on Fox Sports Television hosting the annual River City Round-up and on ESPN with the NCAA Division I Women's Volleyball Championship.

### **Media Contact:**

Deborah Ward  
Director of Public Relations/Marketing  
Omaha Convention and Visitors Bureau  
402-444-4665  
dward@visitomaha.com