



FOR IMMEDIATE RELEASE

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**VANCOUVER USA REGIONAL TOURISM OFFICE LAUNCHES LOCAL
“SHARE YOUR WASHINGTON” CAMPAIGN**

*New state tourism program encourages residents to invite friends and family to visit Washington;
residents have the chance to win significant prize from Alaska Airlines*

VANCOUVER, Wash. – April 18, 2011 – Now is the chance for local residents to invite loved ones to experience Southwest Washington, and simultaneously support the local economy, with the launch of Washington State Tourism’s “Share Your Washington” promotion. Created in partnership with Vancouver USA Regional Tourism Office and other tourism organizations around the state, Vancouver residents can send their family and friends a special Share Your Washington invitation available online at www.ShareYourWashington.com.

“We are so excited to participate in the Share Your Washington program,” said Kim Bennett, president and CEO of the Tourism Office as well as a member of the Washington State Tourism Commission. “We hope this program encourages Southwest Washington residents to invite friends and family to experience all the unique attractions in the region.”

Running from now through June 15, 2011, the Share Your Washington campaign encourages Washingtonians to invite friends and family to visit them, while also entering into a sweepstakes for the chance to win a significant grand prize from Alaska Airlines. In order to enter, Washington residents may visit www.ShareYourWashington.com to send electronic postcards to friends, which automatically enters the sender into the sweepstakes. There is no limit to the number of times residents can enter – the more friends and family they invite, the more chances they have to win the grand prize from Alaska Airlines. The one grand prize package consists of two components:

- Unlimited air travel within Washington State on Alaska Airlines/Horizon Air numbered flights for the winner and companion for a whole year, beginning July 1, 2011, and ending on June 30, 2012.
- Two round-trip coach tickets for two people anywhere Alaska Airlines flies. The round-trip travel vouchers may be redeemed between July 1, 2011, and June 30, 2012. Travel must be completed by June 30, 2012.

Share Your Washington is also great for invited friends and family, as each electronic postcard includes special deals and discounts for the visitor such as shopping discounts or special rates at local hotels. In addition to the electronic postcards and sweepstakes, the Share Your Washington website features a two-minute video “PSA” that showcases how tourism matters to local and state economies.

"Tourism is Washington's fourth-largest export-oriented industry and Vancouver's economy depends on travelers to support local jobs and businesses," said Bennett. "The Share Your Washington program allows residents to make a difference by supporting Vancouver's local tourism economy."

In 2010, travelers spent \$15.2 billion in Washington, according to the recently released Washington State Travel Impacts Study, making 2010 the second-best year on record for the state. In Washington State, visitor spending generated nearly \$1 billion in tax revenue and supported 143,800 jobs. In Clark County alone, tourism contributed \$5.3 million in local taxes and \$99.3 million in job earnings.

For more information about Share Your Washington, or to invite a friend to visit Washington, please visit www.ShareYourWashington.com or www.facebook.com/ShareYourWA.

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About Vancouver USA Regional Tourism Office

Vancouver USA Regional Tourism Office (formerly Southwest Washington Convention & Visitors Bureau) is an economic development organization responsible for competitively marketing Vancouver and the surrounding area as a destination for meetings, conventions, and group and leisure travelers. The organization's mission is to promote Vancouver and Clark County by increasing convention and visitor business. For more information call 360-750-1553, or log on to www.VisitVancouverUSA.com.