

Media requests can be directed to:
Ryan Smith, (919) 645-2676 or rsmith@visitraleigh.com

Greater Raleigh Convention and Visitors Bureau Releases Greater Raleigh Destination Video

Raleigh, NC (January 11, 2012) -- The Greater Raleigh Convention and Visitors Bureau (GRCVB) has released a new destination video showcasing the best of Raleigh and Wake County visitor experiences. The destination video was produced in conjunction with Triangle Blvd., a Raleigh-based, full-service marketing and new media firm. The video will be available on DVD for convention and sports groups and also located on the visitRaleigh.com mobile website, the Greater Raleigh YouTube channel and the free [visitRaleigh](http://visitRaleigh.com) iPhone app.

The non-scripted, two and a half minute video presents a visual story of a visit to the Greater Raleigh area and captures the area as a unique and dynamic destination. Viewers will see vignettes of various types of visitors engaging in activities encompassing seven "Destination I.D.s" that have been developed to match the interests of our most typical visitors.

"There is something for everyone in Greater Raleigh, and our goal was to create a destination video that would introduce our area to new visitors and encourage visitors to return and have new experiences," said Denny Edwards, president and CEO of the GRCVB.

The Greater Raleigh destination video will be a key marketing piece for selling the destination to potential meeting and convention groups, serve as a welcome to groups already hosting a meeting or event in our area, as well as serve as an introduction to the area for leisure visitors.

The GRCVB has partnered with Triangle Blvd. for nearly three years to produce more than 100 videos on destination-specific topics ranging from local parks to individual municipalities, montages of dining, entertainment and nightlife, as well as attractions and family-friendly activities.

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business. Through its website, VisitRaleigh.com and other tools, the GRCVB assists local visitors in a variety of ways.