

## **North Carolina Counties, “Get Off Your County Seat” Register to Win a Weekend in North Carolina’s Capital City**

**RALEIGH, N.C.** (July 2009) –The Greater Raleigh Convention and Visitors Bureau and American Express invite North Carolina residents to “Get Off Your County Seat” and visit Raleigh, kicking off a year-long sweepstakes that will reward 100 winners, one from each of North Carolina’s 100 counties, with a personalized weekend getaway to the Raleigh area.

Everyone loves a little competition, especially when the prize is a **FREE** weekend with an itinerary matched to a “seat” that best fits each winner. The “Get Off Your County Seat” sweepstakes prize package for each winner includes: two-night accommodations for two; gift certificates to a variety of area restaurants; two tickets to a special event tailored to specific interests; American Express Gift Card; a ZSpotCard for extra discounts at more than 250 area restaurants and attractions; as well as a mix of attraction, transportation and tour vouchers. Each quarter 25 county winners will be selected.

Once one winner from a county is chosen, all other entrants from that county will be eligible for the “Get Off Your County Seat” Grand Prize to be awarded at the close of the sweepstakes in June 2010.

To enter, North Carolina residents must go to [www.mycountyseat.com](http://www.mycountyseat.com) and fill out the online entry form and take a short quiz to determine what type of seat best fits their personality. Entrants will take the quiz and determine where they match among six categories of visitors: Creative Genius, Foodie, Fashionista, Adrenaline Junkie, Rock Star Wannabe or History Buff.

### **What Type of Visitor Are You?**

- **Creative Genius** – Discover why Greater Raleigh is commonly referred to as “The Smithsonian of the South” and experience a cultural arts scene that ranks as one of only five cities in the country that can claim all four disciplines of performing arts: theatre, opera, ballet and symphony.

- **Foodie** – Bring your appetite and eat at one of *Budget Travel's* favorite celebrity barbecue joints, dive into one of *Food Network Magazine's* picks for Best Burger in the Country or one of *Bon Appetit's* Best Seafood Restaurants.
- **Fashionista** – The Raleigh area has some of the best shopping in the state with 12 major shopping destinations and its own version of Madison Avenue, not to mention a collection of specialty boutiques that carry everything from couture to antique furniture.
- **Adrenaline Junkie** – ESPN just named the NHL's Carolina Hurricanes the #2 Sports Franchise in the country, and professional soccer and baseball, not to mention seven colleges and universities, call the area home.
- **Rock Star Wannabee** – No sitting in seats around here! Touring bands and local favorites make stops throughout the year at the area's high energy amphitheatres and intimate clubs.
- **History Buff** – Why is the Cherry Bounce the Capitol City's signature drink? Visitors will find out why when they discover the people and places of the capital's storied past.

Sadly, not everyone can win, but the sweepstakes website also showcases the Raleigh area as an affordable destination. Package deals are listed on [www.mycountyseat.com](http://www.mycountyseat.com), as well as on [www.visitRaleigh.com](http://www.visitRaleigh.com), so visitors can still enjoy a great weekend in Raleigh with options that are budget-friendly and match any interest.

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](http://visitRaleigh.com) and other tools, the GRCVB assists local visitors in a variety of ways.

**Of note, more than 10.3 million travelers visited Wake County last year, with 73% of those visitors being North Carolina residents.**