

## **The Greater Raleigh Convention and Visitor Bureau Launches “Get Off Your County Seat” Sweepstakes Campaign**

*Year-long Sweepstakes Targeted Toward North Carolina Residents*

**RALEIGH, N.C.** (July 2009) – The Greater Raleigh Convention and Visitors Bureau (GRCVB) has launched “Get Off Your County Seat”, a year-long marketing campaign strategically targeting North Carolina residents. The sweepstakes will reward 100 winners, one from each of North Carolina’s 100 counties, with a personalized weekend getaway to the Raleigh area.

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 visitor experience best fits their personality. Entrants will take the quiz and determine where they match among the six categories of visitors: Creative Genius, Foodie, Fashionista, Adrenaline Junkie, Rock Star Wannabe or History Buff.

The “Get Off Your County Seat” sweepstakes will be promoted on [www.mycountyseat.com](http://www.mycountyseat.com) and [www.visitRaleigh.com](http://www.visitRaleigh.com) and will be complemented with social media, search engine marketing and an online marketing campaign. Additionally, residents can become a fan on the official Visit Raleigh Facebook page or follow us on [www.twitter.com/visitraleigh](http://www.twitter.com/visitraleigh).

“More than 10.3 million visitors traveled to the Raleigh area last year and 73% of those visitors were from North Carolina,” said Denny Edwards, president and CEO of the GRCVB. “Tourism is one of our area’s top economic drivers and this sweepstakes will help us increase top of mind awareness to the state’s residents that the Capital City is a unique, dynamic and celebratory destination.”

Sadly, not everyone can win, but we have found a way to keep the Raleigh area as an affordable destination. Package deals are listed on the website so visitors can still enjoy a great weekend in Raleigh with options that are budget-friendly and still 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.**