



For Immediate Release  
May 20, 2011

Contact: Loren Gold  
(919) 645-2669  
lgold@visitRaleigh.com

**Greater Raleigh Convention and Visitors Bureau Launches iPhone App**  
***App puts guide to all things "Greater Raleigh" in visitors' hands***

**(Raleigh, NC)** –The Greater Raleigh Convention and Visitors Bureau (GRCVB) launched its iPhone app, giving users another smart way to visit Raleigh. The new app puts a guide to all things "Greater Raleigh" in the palm of area visitors' hands.

The visit Raleigh app is the smartest way for iPhone users to make the most of a visit to the area, but it will prove quite handy for newcomers as well as locals. Users will gain on-the-go access to updated events, deals, destination videos, accommodations, restaurants and things to do.

This user-friendly app lets users control the information they're shown—either showing all the Wake County listings or just the listings closest to their GPS location.

"As the iTunes marketplace continued to grow, it became increasingly important for the GRCVB to develop an app that was useful and also presented accurate and official information about the Raleigh area," said Jonathan Freeze, director of marketing at the GRCVB. "Not all apps are continuously updated with local info, like ours," Freeze said.

Users can download the just-released app from the iTunes store. A link to the app may also be found on visitRaleigh.com, GRCVB's website and the official tourism site for the Raleigh area.

This free app is the most recent addition to the Greater Raleigh CVB's Internet marketing strategy, which includes a mobile version of visitRaleigh.com that launched in February and provides aid to on-the-go visitors who aren't using the iPhone platform.

*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.*

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