



Amarillo Convention and Visitor Council
1000 S. Polk St. * Amarillo, TX 79101
806-374-1497 * 806-584-6792 (cell)

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Eric W. Miller * Director of Communications

eric@visitamarillo.com

www.visitamarillo.com

Amarillo CVC To Launch Morning Campaign

It's all about the morning, any time between 12 midnight and 12 noon. Certainly, sunrise gets most of the attention but there are a lot of other things that happen in Amarillo.

The classic song *Amarillo By Morning* brings a particular focus to our city. our city, the Amarillo Convention & Visitor Council wants to build on this by asking about your favorite morning activity in the Amarillo area.

“Every community promotes its nightlife,” said Dan Quandt, Vice President of the Amarillo CVC. “Amarillo may be the first city to focus on our morning activities. Of course, the best way to experience an Amarillo morning is to be here the night before in one of our great lodging options. This is a win-win for all of us.”

Tell us your favorite morning activity. Share it with us by email (amarillomornings@visitamarillo.com) or through one of our VisitAmarillo social media platforms. Better still, include a photo of that morning activity. We may use your idea in our Morning Campaign that begins in October.

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The Amarillo CVC mission is to positively impact the economy and image of Amarillo through destination marketing and related support programs.

Visit the Amarillo CVC website at www.visitamarillo.com