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Midland Visitors Bureau



@MidlandCVB

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## PRESS RELEASE

For Immediate Release

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## MIDLAND CVB PARTNERS WITH MADDEN MEDIA ON COOPERATIVE SOCIAL MEDIA CAMPAIGN TO PROMOTE THE WEST TEXAS DESTINATION

Midland, Texas will reach an estimated 2 million targeted travelers this summer in a lead-generating campaign hosted on the CVB's Facebook page

*Midland, Texas (June 9, 2014)* — The [Midland Convention & Visitors Bureau \(CVB\)](#) proudly announces the launch of a Facebook Fan and Lead Generation campaign sanctioned by the [Texas Travel Industry Association \(TTIA\)](#) created by tourism marketing leader [Madden Media](#). The three-month campaign will integrate a sweepstakes to encourage upwards of 2 million potential visitors to “feel the energy” that is Midland and drive summer travel to the West Texas city.

The campaign launches on June 15 and will be hosted on MCVB's Facebook page. As part of the campaign, Midland will give away a travel package for the city valued at \$1,090. Local Midland businesses participating in the package include Doubletree by Hilton Midland Plaza, CAF AIRSHO, George W. Bush Childhood Home, Permian Basin Petroleum Museum, Miss Cayce's Christmas Store, Rosa's Café, Taco Villa, and Texas Burger.

“The Midland CVB does a fantastic job branding the city and inspiring travelers to begin their West Texas journeys in Midland,” explains Daryl Whitworth, Madden Media Regional Account Manager, who is facilitating the design and launch of the social media campaign. “The summer Facebook campaign will put the destination in front of a highly-targeted audience of potential travelers, supporting the organization's efforts to impact local businesses with visitor spending, and generate tax revenues.”

The cooperative campaign includes targeted ads and a custom sweepstakes tab on Facebook, as well as email broadcasts to Madden Media's database of qualified travelers. Madden Media manages similar campaigns for destination organizations in 41 states each spring, summer, and fall.

“We recognize the marketing power of social media in attracting visitors to Midland, and particularly like the ability to niche target with Facebook,” said Midland CVB Tourism & Public Relations Manager Brenda Kissko. “Partnering with Madden Media gives the CVB more buying power and exposure, relying on their expertise.”

Brett Gordon, Madden Media Vice President of Strategy and Innovation, is excited about Midland CVB's participation, “Year after year, TTIA sponsors Facebook cooperatives with

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Madden Media and we consistently produce outstanding results for them and their partners—millions of impressions, thousands of qualified leads and an average 40 percent increase in fans.”

**About Madden Media**

Madden Media, founded in 1982, is one of the nation’s leading providers of custom and cooperative destination marketing solutions. The multi-award winning publisher of official visitor’s guides’ client list includes many of the United States’ premiere convention and visitors bureaus such as Visit Tucson, Missouri Division of Tourism, VISIT FLORIDA, and Monterey County Convention and Visitors Bureau. Additionally, the company boasts an expert digital marketing division. Madden Media is headquartered in Tucson, Arizona. Check out other products and publications produced by Madden Media at [MaddenMedia.com/galleries](http://MaddenMedia.com/galleries).

**About Midland Convention and Visitors Bureau**

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

For more information on the Midland Convention & Visitors Bureau or to request a free Midland Experience Guide and Map, call (800) 624-6435 or visit [www.visitmidlandtexas.com/Guides-and-Brochures](http://www.visitmidlandtexas.com/Guides-and-Brochures).

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