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Midland Visitors Bureau



@MidlandCVB

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## **PRESS RELEASE**

For Immediate Release

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## **MIDLAND CONVENTION & VISITORS BUREAU RELEASES NEW PROMOTIONAL VIDEOS**

*Midland, Texas (Feb. 3, 2014)* — The [Midland Convention & Visitors Bureau \(CVB\)](http://www.VisitMidlandTexas.com) proudly announces the release of four new promotional videos created to promote travel to Midland. The Midland CVB partnered with the full-service production company [Studio 84](http://www.studio84.com) to create one two-minute overall promotion video and three 30-second spots to target meeting, sports and leisure planners. The new videos are featured on the CVB's website, [www.VisitMidlandTexas.com](http://www.VisitMidlandTexas.com), on its YouTube channel, [www.youtube.com/visitmidlandtexas](http://www.youtube.com/visitmidlandtexas), and will be on screens inside the Midland Visitors Center, 1406 W. Interstate 20, and the Midland Chamber of Commerce and CVB offices, 109 N. Main St.

Gaylia Olivas is the vice president of the Midland CVB and said the new videos will be impactful on the CVB's marketing and sales efforts to bring overnight visitors to Midland. The videos will also be utilized in bid presentations, targeted online placements, and possibly movie theatres and television in key markets.

"We are extremely excited to have these professionally-created videos to help us convey the energy and vibrancy of our city to potential clients in a way that we cannot do with words alone," said Olivas. "These videos will help showcase that unique personality of Midland: forward-thinking, hospitable, energetic, innovative, and un-stoppable."

Studio 84 bid against several other video companies across the state to produce the Midland videos. The production company has a combined 50 years of experience and provides West Texas with the ultimate platform for aerial photography and high definition cinematography. Their stabilization platform has enabled them to provide footage for national network TruTV and the local ABC, NBC and FOX affiliates. They have produced commercials for Texas Tech University, Texas Cotton Association, Texas Boys Ranch, Vista Bank, Peoples Bank, Cattle Baron's Ball, and South Plains College, to name a few.

"According to Forbes, 59% of executives would rather watch video than read text," said Brenda Kissko, tourism and public relations manager for the Midland CVB. "And 50% of executives look for more information after seeing a product or service in a video. This increasing shift in the influence of video on buying decision is one reason we created these videos."

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For more information on the Midland Convention & Visitors Bureau or to request a free proposal to host an event, call (800) 624-6435 or visit [www.VisitMidlandTexas.com](http://www.VisitMidlandTexas.com).

For more information on Studio 84, call (806) 698-8400 or visit [www.studio84.com](http://www.studio84.com).

*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.*

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