

FOR IMMEDIATE RELEASE

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**LAUNCH OF SARATOGA DESTINATION WEDDING INITIATIVE
AND WEBSITE**

Saratoga Convention & Tourism Bureau to Target Destination Wedding Market

SARATOGA SPRINGS, N.Y. --- The Saratoga Convention & Tourism Bureau has launched a new initiative to draw destination weddings to Saratoga County. As part of this initiative, a new website, www.saratoganyweddings.com has been created and launched and a dedicated Wedding/Social Market Coordinator is being hired.

“Destination weddings are the largest growing segment in the lucrative wedding market. Brides & grooms are looking to build an experience for their families & friends, one that could start with an intimate gathering for the rehearsal dinner then move to a unique ceremony location and fabulous reception venue and end with an incredible brunch over the course of a weekend. Saratoga offers so many unique venues, amazing caterers and wedding professionals to help build that experience they are looking for,” offered Todd Garofano, President of the Saratoga Convention & Tourism Bureau. “Our goal is to capitalize on a market that is here but has only scratched the surface. By proactively marketing the Saratoga region to the NYC, Northern NJ, CT & New England markets, we feel we have an opportunity to fill need weekend space throughout the year and build our tourism base for years to come.”

‘SaratogaNYweddings’ will become the one-stop source for everything needed to plan a memorable wedding in one of New York's most tradition-rich tourist destinations. From helpful wedding planning articles, to blog posts by area wedding service providers offering creative suggestions and a comprehensive list of vendors, including reception venues, hotels, photographers, caterers, invitation designers, tuxedo rentals, bridal shops, jewelers, and more, the combined website and service coordinator will facilitate the entire process between client and provider, much like the Bureau does for the meetings & convention market.

For more information, contact Todd Garofano at the Saratoga Convention & Tourism Bureau.

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Saratoga Convention & Tourism Bureau is a key economic development engine for this community, the mission of the Saratoga Convention & Tourism Bureau is to contribute a positive impact on the local economy by promoting and marketing Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and groups. Visit www.discoversaratoga.org