

FOR IMMEDIATE RELEASE

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SARATOGA CONVENTION & TOURISM BUREAU UNVEILS A NEW LOOK
30th Anniversary Logo & Website Redesign

SARATOGA SPRINGS, N.Y. – The Saratoga Convention and Tourism Bureau (SCTB) turns 30 years old in 2015!

To commemorate the 30th anniversary, the SCTB and Simpson Square Media Group worked together to present the newly redesigned website for www.discoversaratoga.org. The flagship site for the Bureau is an online destination guide for visitors and group event planners with a principal means of attracting conventions, meetings, and many other groups to the Saratoga area. The goal was to create an easy-to-navigate website that met the expectations of the Bureau members and the public, while creating an authority presence within the top search engines for conventions and meetings in the Saratoga area.

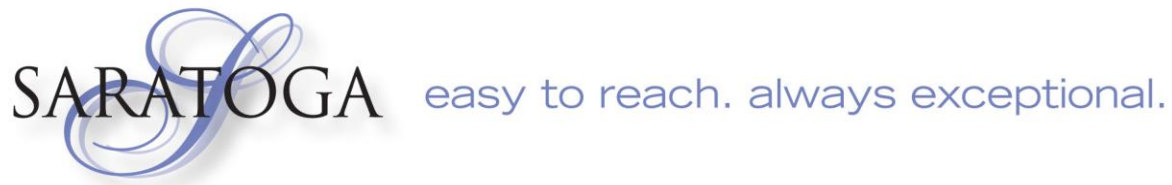
“The Saratoga Convention & Tourism Bureau is an unheralded but vital driver of the Saratoga County and Saratoga Springs economies, and its website has long been an important marketing tool,” said Michael Conlin, president, Simpson Square Media Group. “Our goal with the update was to improve its usefulness as a tool by making it mobile compatible, easier to navigate and a more direct guide to our region’s businesses, events and attractions.”

The SCTB also worked with Fingerpaint Marketing to come up with a fresh new logo and print advertisement to recognize and celebrate the 30th anniversary of the Bureau. The goal was to create awareness of the SCTB to the local community, area business leaders and stakeholders. Todd Garofano, President of the SCTB said, “Working with the Fingerpaint Marketing team was a rewarding process in itself. It helped us recognize and understand the important economic and social impact the Bureau has on our local community.”

Stay connected with your favorite businesses & things to do. From events and promotions to new technology, we'll keep you up-to-date on new ways to discover and enjoy Saratoga. Check out the website on your mobile phone or desktop at www.discoversaratoga.org.

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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.

For information on how to schedule or plan a meeting, conference, wedding or sport/special event in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discoversaratoga.org.

Saratoga Convention & Tourism Bureau

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