



PRESS RELEASE

VISIT SYRACUSE

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SYRACUSE - WORLD'S GREATEST

Syracuse to be featured on World's Greatest TV Show

Syracuse, NY (November 9, 2017) – How2 Media is proud to announce that Syracuse has been selected to be a part of the popular television series, "World's Greatest!..." on **November 13, 2017** and again on **November 27, 2017**. The episode will air on the following stations ([click here for schedule](#)):

- DirecTV Channel 305
- Dish Network channel 250
- Local Cable Channel 4

"Visit Syracuse, formerly known as the Syracuse Convention & Visitors Bureau, is the oldest CVB in New York State. They are certified as a Destination Marketing Organization and are anxious to show you, or let you see, Syracuse; the salt industry, the Erie Canal, beautiful Green Lake and Round Lake, and of course Destiny USA; which is the sixth largest mall in the country and New York State's largest. The list just goes on and on. We think their story will be meaningful as well as educational and entertaining to our viewers" said Gordon Freeman, Executive Producer of the show.

As part of the show, How2Media sent a film crew to spend time in Syracuse, earlier this year, and producers were impressed. They wanted to show the "World's Greatest!..." viewers why Visit Syracuse represents one of the "must see" destinations anywhere, and why they were selected to be featured on the show.

"Our team was more than happy to work with the "World's Greatest!..." crew to show off how dynamic and wonderful our destination truly is," said Visit Syracuse Vice President of Marketing Carol Eaton. "We wanted to show a little of everything; especially, winter activities and we think viewers will be pleased with what is offered here."

"World's Greatest!..." is a thirty minute show dedicated to highlighting the world's greatest companies, products, places, and people. Each show is a fast-paced tour around the world featuring behind the scenes footage, informative interviews, and exciting visuals.

How2Media is a 21st Century television production company. Their award winning programming can be seen on national cable channels and local network affiliates across the country. For more information on How2Media and their show lineup, please visit How2Media.tv.

For more information, contact Visit Syracuse Communications Director Nikita Jankowski at 315-706-4443, njankowski@vistsyracuse.com.

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ABOUT VISIT SYRACUSE

Visit Syracuse, Inc. is Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$850 million in direct visitor spending annually. The organization aims to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination; to increase revenues and stimulate economic development and growth for the community.

