

FOR IMMEDIATE RELEASE | June 14, 2021

Contact: [MacKenzie Taylor](#) | 309-282-3287

Discover Peoria Announces the Arrival of Summer 2021 Discovery Guide

The newest evolution of the Discovery Guide in partnership with Peoria Magazines has arrived and is ready to be distributed.

Peoria, IL- The Peoria Area Convention and Visitors Bureau (Discover Peoria) and Peoria Magazines are excited to announce the arrival of the **Summer 2021 Discovery Guide**.

Discover Peoria has partnered with Peoria Magazines to bring this newly redesigned Discovery Guide, an evolution of the traditional visitors guide, to life. In addition to the June guide, another version of the guide will be released late fall of 2021.

The guide gives an overview of the seven-county region that Discover Peoria represents and honors its beauty and vibrancy and deep-rooted history that stretches back centuries. From the early Native American settlers to modern-day innovations, Peoria has played a unique role in the story of our nation.

“This collaboration with Peoria Magazines to bring a re-envisioned Discovery Guide to the Greater Peoria area showcases not only the region’s rich and diverse blend of cultures and communities that Discover Peoria is proud to represent but also is a key initiative to help move the region forward with inspiration and endless discoveries,” said **J.D. Dalfonso, President/CEO of Discover Peoria**. “As the world opens up, Discover Peoria is delighted to share our discoveries with residents and visitors alike and are confident they will find something to love from the area’s wide variety of attractions, festivals and special events. Discover Peoria invites everyone to discover something new, or re-discover something they have not explored in years.”

“We are proud to partner with Discover Peoria to provide a resource highlighting the many great assets and activities in our region. While the past year has been challenging for everyone, we hope you will venture out and enjoy the area’s wide variety of attractions, festivals and special events,” said **Jonathan Wright, Editor in Chief of Peoria Magazines**.

PRESS RELEASE

Featured in the Summer 2021 guide is **a spotlight on innovation** that has led central Illinois through many reinventions, **public art** inspiring future generations of Peorians, highlights of our area's robust **sports communities** and showcases **St. Jude Runs** which has been helping children for more than 40 years.

Also featured is an overview of Discover Peoria's **Black-Owned Peoria** campaign, which spotlights 22 Black-owned tourism and hospitality businesses. The campaign showcases the development of our community and provides an inclusive platform to showcase Black-owned businesses.

The guide also gives an outline of resources provided by the **Greater Peoria Economic Development Council**, formerly a part of the Hello Greater Peoria publication, which provides economic development services to support a thriving business ecosystem. The GPEDC is working to connect businesses and organizations with the materials they need for success.

There is no shortage of new and exciting ways to discover the region, and the Summer 2021 guides are packed with vibrant things to do and unique places to visit across the region that will create lasting memories for you and your family.

The guides are free to the public and are now ready to be distributed to the Peoria area. Keep an eye out at local businesses for copies or they can be viewed or requested via the Discover Peoria website at www.peoria.org. The guides can also be requested by calling the Discover Peoria office at [309-676-0303](tel:309-676-0303). Both boxes and single guides are available.

###

For more information: MacKenzie Taylor, Marketing Coordinator, Peoria Area Convention and Visitors Bureau. Email: mtaylor@peoria.org // Direct line: 309-282-3287