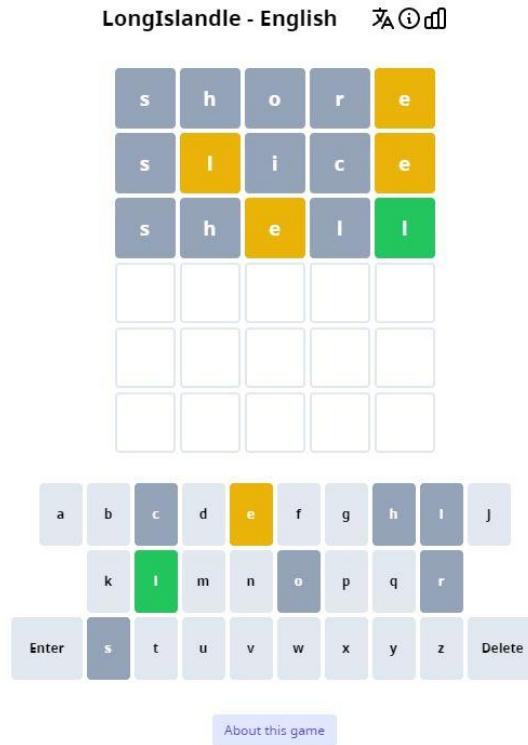




**FOR IMMEDIATE RELEASE**

Friday, February 18, 2022

***Can't Get Enough of Wordle? Neither Can We!***



***Discover Long Island Launches “LongIslandle”***

***Marking First Tourism Organization in the Nation to Get Onboard Skyrocketing Trend***

**LONG ISLAND, NY** (Friday, February 18, 2022) — Is it Shell? Shore? Slice? Discover Long Island, the region’s official and only destination marketing organization (DMO) has announced the launch of “LongIslandle” making the tourism organization the first DMO in the nation to jump on the word guessing game trend. The customized, free-to-play game will be hosted on [www.LongIslandle.com](http://www.LongIslandle.com) and will be updated with a new Long Island-themed five-letter word every weekday, starting today. To maximize engagement, players will be encouraged to submit relevant words on the website or by direct messaging [@DiscoverLongIsland](https://www.instagram.com/DiscoverLongIsland) on Instagram. The organization will give prizes to those who submit chosen terms.

The web-based puzzle requires players to guess a five-letter word in six tries or less. The color of the tiles will change after each guess to show how close the player’s guess was to the word.

“Our team keeps a keen eye on the latest trends to keep Long Island top of mind for local, national and global visitors and “LongIslandle” is the latest example of that out-of-the-box thinking,” said **Kristen Jarnagin Reynolds, President and CEO of Discover Long Island**. “It’s no accident that Discover Long Island has been lauded as an industry leader



for our innovative use of social and digital channels and this new “LongIslandle” is a unique and subtle marketing opportunity for the region delivered to puzzle fans in a fun format.”

“LongIslandle”, is a unique spinoff of Wordle, and the first destination-themed rendition of the now viral game. First launched to the public in October 2021, the original Wordle has become an internet craze, with social media feeds flooded with users’ scores and the number of players skyrocketing from only 90 on November 1, 2021, to 2 million by mid-January 2022.

With the code available for custom use through Open Source, creative iterations of the game have been popping up across the web weekly, most notably Taylor Swift’s “Taylordle,” ensuring the game’s audience continues to grow.

### **ABOUT DISCOVER LONG ISLAND:**

*Discover Long Island is the region’s official destination marketing and leadership organization charged with furthering the destination’s thriving visitor economy, which saw record-breaking highs in 2019 generating \$6.3 billion in visitor spending. The organization ensures Long Island’s coveted quality of life, thriving industries, and dynamic destination offerings are promoted on a global level, furthering economic development, and benefiting residents and businesses throughout the region.*

*Awarded “Best Social Media” in the nation by the US Travel Association, the organization produces engaging content featuring local businesses and attractions for their 10 social media channels which garner upwards of 10 million views. Additionally, the organization hosts a popular YouTube series, Long Island TV, as well as the Long Island Tea podcast. To learn more, please call 631-951-3900 or visit [www.DiscoverLongIsland.com](http://www.DiscoverLongIsland.com).*

