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***South County Tourism Council Premieres 2026 Destination Video and Marketing Campaign
Starring RI Personality Ian Brownhill***

FOR IMMEDIATE RELEASE: April 1, 2026, Charlestown, RI – The South County Tourism Council today premieres its 2026 destination video and the launch of an accompanying marketing campaign featuring Rhode Island personality, Ian Brownhill. Titled “South County, Easy Getaway,” the new spot takes a lighter, humorous approach – showcasing why South County is the perfect getaway while highlighting the region’s classic New England charm and visitor experiences.

“We wanted to bring some humor to our video this year,” says South County Tourism Council President, Louise Bishop, “and what better way than to have Ian Brownhill star in it?”

Produced by Tandem – an award-winning Rhode Island company founded by natives Dave Sarazen, and Charlie Turchetta – this is Tandem’s third annual tourism video Tandem has produced for the Council. Tandem’s 2024 video for the South County won Silver in the North American Travel Journalists Association’s (NATJA) Awards for Destination Video and received an honorable mention in the Ragan PR Daily Awards for Video.

The entire video was shot on location in South County, with principal photography at and around the Weekapaug Inn. According to Bishop, every dollar invested in the production stayed in South County and throughout Rhode Island. “We’re extremely proud of not just the final video,” Bishop said, “but that 100% of our investment stayed in the state.”

The South County Tourism Council produces the bulk of its marketing in-house. “We consider our job to be the PR agency for the region, so we don’t hire an outside agency to do the work – we know our region best and do everything ourselves,” said Creative Director Faye Pantazopoulos. The Council’s six person staff (three full-time, three part-time) handles everything from big-picture strategy, design and branding and events to daily details such as social media, e-newsletters, ad buys, website management, research, analytics and the annual digital visitor guide, *Float*. When outside vendors are needed, the Council prioritizes local talent. “The goal is to always hire locally to showcase local talent and ensure we’re highlighting the best of South County,” Bishop said.

Distribution and Campaign Placements:

- The full one minute video can be seen on the [South County Tourism website](#) and all clips, (60 second, and two 15 second versions are available on [Vimeo](#).
- The 15 second spots begin airing today on Rhode Island broadcast partners, Coastal ABC, WJAR (NBC10) and WPRI (Fox 12) and will appear on WCVB Channel 5 Boston, streaming platforms, YouTube and other digital avenues.
- The campaign's first print ad ran in the March April issue of ***Yankee Magazine***. Additional print placements are scheduled in ***USA Today, Boston Spirit, Rhode Island Monthly*** and other targeted publications. Digital ads and billboards will roll out in strategic markets in the coming weeks.

About South County Tourism Council, The South County Tourism Council is a non-profit organization dedicated to promoting the towns of Charlestown, Coventry, East Greenwich, Exeter, Hopkinton, Narragansett, North Kingstown, Richmond, South Kingstown, West Greenwich and Westerly as a single leisure travel destination known as "South County". For more information, please visit southcountyri.com.

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