



Southern and Eastern Kentucky Tourism Development Association

Explore an American Original

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FOR IMMEDIATE RELEASE:

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Southern and Eastern Kentucky Tourism Association brings National Exposure to Region

Somerset, KY...Southern and Eastern Kentucky Tourism Development Association (SEKTDA) along with Geiger and Associates, a Tallahassee based public relations firm under contract with SEKTDA, have tentatively scheduled a total of six press tours for 2005. As part of the 'Company's Coming' national media marketing and the National Scenic Byways Program these tours will provide national exposure by promoting Southern and Eastern Kentucky as a tourist destination with many appealing and exciting offerings.

The SEKTDA-sponsored press tours hosting journalists who write for publications such as *Group Tour Magazine*, *Southern Living*, *RV Lifestyle*, *Budget Travel Magazine*, *AAA Magazine*, *Golf Digest*, *Boating World*, *Ohio Motorist*, *Frommer's Budget Traveler*, *Georgia Magazine*, *Better Homes and Gardens*, *Country Living*, *Meetings South*, *Dallas Morning News*, *Chattanooga Free Press*, *Grand Rapids Press*, *Pittsburgh Post Gazette*, *New Orleans Times Picayune* and many others.

Press tour dates and themes include:

April – Through The Cumberland Gap and Along the Wilderness Road
June – Waterways and Scenic Byways in Southern Kentucky
June – Red River Gorge National Scenic Byway and The Great American Forest
August – Kentucky's Country Music National Scenic Byway
October – Fall Foliage Along The Cumberland Cultural Heritage Byway
December – History, Crafts, and Christmas along the Byways

In addition to the six press tours planned, SEKTDA and Geiger and Associates have finalized plans for a journalist road rally. The journalist will be using rental vehicles and motorcycles to travel along the scenic byways throughout the region. The rally will provide a new and unique way for the journalist to experience to the different areas they have been hearing and reading about. Sheila Seppi, Executive Director of SEKTDA said, **"SEKTDA has been working on this road rally since last February. We are very excited to be able to offer this road rally."** She further stated, **"This will be a way for the journalists a leisurely road trip and experience the flavor of the region first hand. Journalists will meet back at a central location for dinner each evening and share their adventures. This will be a way for Southern and Eastern Kentucky to put the Shining STAR Customer Service Program SEKTDA offers for free to all frontline hospitality workers to good use."**

SEKTDA's mission is to promote, develop and expand the existing and potential tourism industry throughout Southern and Eastern Kentucky in an effort to contribute to the economic and cultural growth of the region. For additional information please contact SEKTDA at 606-677-6099.
