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BY: MAR

March 2011

I am excited to announce the release of the **2011 Official Bucks County Destination Guide**. The guide, published annually, provides leisure travelers, meetings and event planners, brides-to-be, group tour operators, sports tournament organizers and locals all the information necessary to plan and book a getaway or special event.

The guide serves as a fulfillment piece for visitors requesting information, as well as a marketing piece distributed to customers at tradeshow and sales calls. In addition to being mailed, a digital version is available at www.VisitBucksCounty.com. We encourage marketing partners to link to the guide from their Web site. In addition to our partner locations, the guides are distributed at regional visitor centers, train stations, and Pennsylvania Turnpike Welcome Centers.

New to the guide this year

* redesigned look & feel * feature stories * meeting/event/group information *

To save costs on shipping, Visit Bucks County is requesting partners send a staff member to pick up the guides at the following locations:

Month of March: Bucks County Visitor Center—Bensalem

- located in front of Parx Casino & Racing, 9am-5pm, M-F

March 18: Bucks County Visitor Center—Peddler's Village

- located above Giggleberry Fair, 10am-5pm

March 25: Bucks County Visitor Center—New Hope

- One West Mechanic Street, 11am-4pm

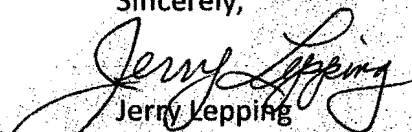
March 30: Quakertown

- Upper Bucks County Chamber of Commerce, 2170 Portzer Road, 10am-1pm

- Quakertown Alive!, 312 West Broad Street, 2-4pm

For questions about distribution, please contact Linda Dougherty at 215-639-0300 x222 or Ldougherty@visitbuckscounty.com.

Sincerely,


Jerry Lepping
Executive Director