

Tourism News

**DUTCHESS
COUNTY TOURISM**

*"Inviting The World
To The Heart Of The
Hudson Valley"*

For Immediate Release

Dutchess County Tourism
3 Neptune Rd., Poughkeepsie, NY 12601
Contact: Nancy Lutz
845/463-5446
nancy@dutchesstourism.com

May 24, 2010

DCEDC and DCT Unveil New Logo and Highlight Summer Fun in Dutchess County

POUGHKEEPSIE, NEW YORK -- Dutchess County Executive William R. Steinhaus joined leaders from Dutchess County Economic Development Corporation (DCEDC) & Dutchess County Tourism (DCT) at a press conference on Monday, May 24, to announce several new summer events and introduce a new logo for Dutchess County Tourism. They also announced the launch of a Geocaching Program together with the Hudson Valley Council of the Boy Scouts of America, Dutchess District. More than a million people have caught the 'Geocaching bug' and want to share the adventure.

DCEDC President John MacEnroe announced the two agencies would participate in this popular activity by creating and placing 85 medallions etched with both of their logos in caches around Dutchess County. The Boy Scouts of America recently introduced a new merit badge for Geocaching, and the Dutchess District Boy Scouts will hide the medallions between July and the October event kick-off. The Dutchess District serves 2,677 youth through 95 units in Dutchess County in New York. More details will be announced in the fall.

According to www.geocaching.com, Geocaching is a high-tech treasure hunting game played throughout the world by adventure seekers equipped with GPS devices. The idea is to set up and locate hidden containers, or geocaches, outdoors, and then share your experiences online. Items hidden can be collectible geocoins, trackable travel bugs and other promotional items. Geocaching is enjoyed by people of all ages of with a strong sense of community and support for the environment. Once found, a cache may provide the visitor with a variety of rewards. Visitors are asked to leave something for the cache if they take something.

The medallion features the new DCT logo. Dutchess County Tourism director Mary Kay Vrba unveiled the new logo which was designed by BBG&G Advertising. It consists of icons that represent some of the themes and activities visitors enjoy doing. Their 2010 advertising campaign was also unveiled. The new tagline is: Simple and Sophisticated. You Deserve Dutchess.

Mary Kay Vrba explained, "We had one primary challenge in positioning Dutchess County - Dutchess County's multiple and diverse array of 'products' appear to make branding difficult. We know people don't choose counties as a destination, they choose places. We asked ourselves, what kind of place is Dutchess County? We distilled its' wonderful variety into three unique attributes: historic; beautiful; and relaxing. It offers the top reasons for visitation."

"The idea of "You Deserve Dutchess" is visitors are seeking scenic beauty, relaxation, dining and culture. Dutchess gives them everything they deserve: unparalleled beauty; unique historic sites; culinary experiences, fine dining to locally grown foods, wineries, and farms; back-to-basics fun with their children; modern art and live theatre; a breadth of accommodations to stay a day longer and simplicity and sophistication!", she continued.

Deborah Garry, President of BBG&G Advertising & Public Relations, explained, "In redesigning the logo, we wanted to visually convey an air of simplicity and sophistication, and capture the variety of experiences available here. We chose icons that speak of relaxation, recreation, art, history, outdoor beauty, and the culinary arts. We chose to make Dutchess' challenge its strength, and cause for celebration."



There will be plenty of 4th of July Festivities in Dutchess County this year! The Dutchess County Regional Chamber of Commerce (DCRCC) Mid-Hudson Balloon Festival takes place all weekend, from July 2-4. Sponsored by the Dutchess County Regional Chamber of Commerce in partnership with the City of Poughkeepsie, the DCRCC Senior Vice President & Chief Operating Officer Gloria Cukor was on hand to announce several additional balloon launch sites. The balloons will lift off from the Hudson River Rowing Association boathouse and the Dutchess County Fairgrounds, among other sites. The City of Poughkeepsie will host a fireworks display at Waryas Park on Sunday, July 4. Music by the Bill Gillespie Jazz Pioneers will get the crowds ready from 7-9pm at the riverfront Waryas Park on Main Street before the display. Fireworks returned to the Queen City last year and proved enormously popular with area residents and visitors alike. The full schedule and details will be posted online at the DCRCC's website www.DutchessCountyRegionalChamber.org

The Dutchess County Fairgrounds has even more ways to celebrate Independence Day in store at the Rhinebeck Fairgrounds. In addition to the Hot Air Balloon lift off, the 4th of July will be celebrated with the Painted Pony Championship Rodeo on July 2, the World's Largest Demolition Derby (two shows) on July 3, and a Hudson Valley Philharmonic concert on July 4. The Derby has a total purse of \$3,000 and the event includes rides, a petting zoo, plus a food, beer & wine garden. The weekend also features a hot air balloon launch in conjunction with the Chamber's festival, and three nights of fireworks. Visit www.DutchessFair.com for info & discount tickets.

The first Mount Beacon Biathlon was announced by the Ron Iarossi on behalf of the Beacon Chamber of Commerce. Kickstands go up at 8am on June 19 for the inaugural Mount Beacon Biathlon, with two 10-mile bike races sandwiching a run up and down historic the historic peak. The winner gets a \$1,000 prize to be used in any number of Beacon Chamber of Commerce member businesses. Healey Brothers Jeep is the primary sponsor. For information, contact race director Spencer Gallop sgallop@theBeaconGroupConsulting.com Register at www.lin-mark.com or www.BeaconNY.org

Bike New York Tour Director Steven Tayler & Hannah Borgeson, communications director, were there to announce their cycling rides. The Walkway over the Hudson and the Harlem Valley Rail Trail will be centerpieces of two large cycling events in Dutchess County this summer. Bike New York's popular Harlem Valley Rail Ride will return to Millerton on July 25,

and the organization's new Discover Hudson Valley Ride will debut on August 22 in Poughkeepsie, starting and finishing at Dutchess Community College. Riders and volunteers should visit www.BikeNewYork.org for more information and to sign up.

Dutchess County Executive William R. Steinhaus was pleased to see the Harlem Valley Rail Trail was being used for the seventh year now by Bike New York for their event. Mr. Steinhaus said "Enjoy Dutchess County Parks this summer! We are open and ready for families to enjoy quality time in our award winning parks." County Executive Steinhaus noted a number of popular events were returning to various parks including the Pow Wow Festival at Bowdoin Park and K-Fest at Dutchess Stadium June 6. Pavilion and other park facilities continue to be popular summer event destinations with Bowdoin Park's pavilions already booked every weekend throughout the summer, although weekday dates are available.

County parks continue to be a priority for Dutchess County Government. Work is underway at Quiet Cove Riverfront Park including restroom facilities and a new roof and front deck on the historic Navy Boathouse. Work is expected to be completed by the end of June and the riverfront area will be opened.

Work on Phase III of the Dutchess Rail Trail, a 6-plus mile section through LaGrange and Wappinger, is also underway. Expected to open in late November, this section will connect to the existing Phase I section in East Fishkill. Details can be found at www.DutchessNY.gov

Check out the new calendar at www.DutchessTourism.com for detailed summer and fall event listings. This calendar provides many ways to share an event, including posting it on Facebook or Twitter. It allows you to save an event listing to five different calendar programs. You can email an event to a friend. The calendar's GPS automatically locates the event site on a map, so you can click for directions. It even links to the weather report for that town. You can subscribe to the RSS feed or search by location or area of interest. The DCEDC and DCT offices are located at 3 Neptune Road in Poughkeepsie. They can be reached at 845-463-5400 (DCEDC) or 463-4000 (DCT). Visit the DCEDC website at www.ThinkDutchess.com

Started in 1984, Dutchess County Tourism in Poughkeepsie is a division of the Dutchess County Economic Development Corporation and is funded by the county of Dutchess.