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**VISIT BEND UNVEILS NEW DESTINATION VIDEO SHOWCASING  
BEND'S VARIETY OF YEAR-ROUND TOURISM ASSETS**

**New co-op program allows local businesses to customize the video with  
their business name/logo for promotional use**

(BEND, Ore.)—Visit Bend has unveiled a new destination video, which showcases the city's variety of year-round recreational, cultural, retail and other tourism assets. The 2.5-minute video, titled "Which Bend Is The Real Bend?" can be viewed online at <http://www.youtube.com/visitbend>.

"This is the first time Bend has had a true destination video that captures the essence of all of Bend's tourism assets in a single, concise and compelling manner," said Doug LaPlaca, president and CEO of Visit Bend. "With the increasing importance of online video distribution and social networking, this video has unlimited potential to reach a large travel audience both domestically and internationally."

Online video is becoming an increasingly important part of the marketing mix for many businesses, and the tourism industry is no exception. According to comScore, a leader in measuring the digital world, more than 161 million viewers watched an average of 157 videos during the month of August. And 82 percent of Internet users viewed online video in that time.

While the primary distribution channel will be online, the video will also be used at tradeshow, in the Visit Bend Welcome Center, and will be distributed via social media outlets such as YouTube, Facebook and Twitter.

To assist local businesses with their marketing and recruitment efforts, Visit Bend is offering complimentary use of the video to all local businesses and organizations. Additionally, Visit Bend has developed a new co-op program whereby local businesses can have the video customized with their business name, logo and URL for their own promotional use. Businesses interested in purchasing a customized copy of the video should contact Jo Ann Hand at Pinnacle Media, Inc. at 541-633-7476 or [joann@pinnaclemediainc.com](mailto:joann@pinnaclemediainc.com).

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor Guide to Bend, contact Visit Bend at 800-949-6086 or visit [www.visitbend.com](http://www.visitbend.com).

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