

For Immediate Release

Contact: Barbara Allen, Executive Director,
Lewis & Clark Bicentennial in Oregon (LCBO)
503-768-7444

THE OREGON TOURISM COMMISSION & LCBO RELEASE THE 2004-2006 LEWIS & CLARK BICENTENNIAL MARKETING PLAN

Portland, Ore. The Oregon Tourism Commission, partnering with the Lewis & Clark Bicentennial in Oregon (LCBO), Oregon's statewide planning organization for the bicentennial commemoration, has released an updated marketing plan for the bicentennial which extends through the end of the nation's commemoration in 2006. The Commission previously developed an FY01-03 plan of work which defined marketing goals and laid the groundwork for both national and international bicentennial campaigns.

Beginning in 2003 with a kick-off event at Monticello and continuing through 2006, the nation will commemorate the Lewis & Clark Bicentennial. Numerous private organizations as well as federal agencies, seventeen states and over 60 Indian tribes are participating in the bicentennial. In Oregon, LCBO leads the planning, coordination and fundraising efforts for key events and programs located through the state. The Oregon Tourism Commission has partnered with LCBO in providing financial support for ongoing national and international advertising buys, media relations support, publications and marketing planning.

This 2004-2006 Plan is designed to update readers on the marketing and promotional accomplishments begun in 1991 as well as provide a roadmap of future activities and events within Oregon. For marketing professionals, it provides a framework through which communities and tribes can market their own commemoration plans, collaborate with others and identify resources to assist them.

The plan is distributed exclusively through both the Oregon Tourism Commission and LCBO websites: www.traveloregon.com/otc.cfm and www.lcbo.net.

###