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FOR IMMEDIATE RELEASE

MANITOWOC AREA TOURISM GROUP HIRES PR FIRM TO HELP SPREAD THE WORD

MANITOWOC, Wis. (March 7, 2011) – The Manitowoc Area Visitor & Convention Bureau has hired Armadillo Marketing, led by Carla Minsky, to assist with its public relations program. Priorities will include refining the brand image of the area, creating a new web site, and assisting with e-marketing and publicity. Minsky’s client roster is dominated by tourism clients, including the Wisconsin Dells Visitor & Convention Bureau, the Wisconsin Bed & Breakfast Association, and a variety of independent boutique hotels, among others. Prior to forming her own PR/advertising agency, Minsky worked for Laughlin/Constable, where she supervised the Wisconsin Department of Tourism account. She began her career as a news producer at WITI-TV in Milwaukee.

According to Kathleen Galas, president of the Bureau, this signals a determination to create a higher tourism profile for the area. “We felt strongly that we could be doing more to define our tourism brand and the attributes that make us a desirable destination in our own right,” said Galas. “We’ll then use that positioning as a jumping off point for a redesign of our web site and more outreach with reporters.”

For Minsky, promoting the area will be somewhat second nature, as her grandparents lived in Two Rivers. “I have very fond memories of summers spent at the beach, shopping at Schroeder’s, taking in concerts in the park and, of course, ice cream sundaes,” said Minsky.

The Manitowoc Area Visitor & Convention Bureau is located at 4221 Calumet Avenue in Manitowoc. The Bureau has just released its 2011 Discovery Guide. It’s available at the Manitowoc Visitor Information Center in Manitowoc or you may order it online at www.manitowoc.info.

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