

For Immediate Release

CONTACT:

Amy Gallagher
(978) 468-8752
amy.gallagher@mullen.com

Kristen Raymakers
(978) 468-8943
kristen.raymakers@mullen.com

MASSACHUSETTS OFFICE OF TRAVEL & TOURISM LAUNCHES ONLINE COMPONENT
Visitors to State Can Post Vacation Videos to New Video Blog

July 2, 2008 (Massachusetts) – The Massachusetts Office of Travel & Tourism (MOTT) today launched a video blog page on its web site, www.massvacation.com, where residents and visitors can upload video footage of their summer vacation in the state.

Currently, MOTT is asking vacationers to post videos that are inspired by the theme, “What did/will you do on a tank of gas over the July 4th weekend?” Additional video themes will be issued by MOTT throughout the year.

“This is an interactive initiative that will allow visitors to share their Massachusetts vacation experiences,” said Betsy Wall, Executive Director of MOTT. “It’s taking those ‘home movies’ to a wider audience. We’re excited to see what fun and interesting things people are doing on a tank of gas over the July 4th weekend.”

Visitors interested in posting a video to the MOTT video blog can:

1. Upload the video to YouTube.
2. Fill out the online form at www.massvacation.com/videoblog/submission.php and post the link to the video.
3. Look for an email alert that the video has been approved and posted.

The Massachusetts Office of Travel & Tourism (MOTT) is the state agency dedicated to promoting Massachusetts as a leisure-travel destination in order to stimulate the Massachusetts economy by generating state and local tax revenues, creating jobs, and supporting the growth of travel-related businesses. MOTT serves as a leader in the tourism industry, bringing together the public and private sectors to promote Massachusetts as a leisure travel destination. Tourism is an integral part of the state's economy, generating more than \$887.2 million in state and local taxes and \$14.2 billion in travel related expenditures. The industry supports 125,800 in-state jobs.

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