



**FOR IMMEDIATE RELEASE**

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**Visitors Bureaus Work Together to Promote Lake Erie**

AUSTINBURG, March 1, 2017 – The seven visitors’ bureaus along Ohio’s north coast have partnered together to give away a 7-day, 7-night Lake Erie experience called TOUR THE SHORE.

One lucky winner will receive overnight accommodations and tickets to area attractions at a new location each day beginning June 1<sup>st</sup>. Some meals are also included.

“There is so much to do in the Lake Erie region,” said Stephanie Siegel, Executive Director at the Ashtabula County Convention & Visitors Bureau. “This promotion will help to make people aware of vacation options that they may not have considered. Lake Erie is the perfect backdrop for a getaway and has become so accessible with great food and so many things to do.”

The tour begins in Ashtabula County with a tour of several wineries and a night at the Lodge at Geneva-on-the-Lake. On day two, head west to Lake County for a day at the Holden Arboretum and night at the baseball game with fireworks, followed by a night downtown with Destination Cleveland and visit to the Rock & Roll Hall of Fame and Museum.

Zip line in Lorain on day four and enjoy some mouth-watering favorites before travelling to Sandusky for a step back in time at the Rutherford B Hayes Museum. A lucky winner will hop on the ferry to Put-in-Bay where a cart will be waiting for you to explore the island. Sleep well before the finale in Toledo at the Zoo and Maumee Bay Resort with their many amenities and activities.

For a listing of prize details and to enter the contest visit [www.tourtheshore.net](http://www.tourtheshore.net) . One winner will be chosen at random on May 1, 2017.

Participating destination marketing organizations include:

*Ashtabula County Convention & Visitors Bureau*

*Lake County Visitors Bureau*

*Destination Cleveland*

*Visit Lorain County*

*Sandusky County Convention & Visitors Bureau*

*Lake Erie Shores & Islands*

*Destination Toledo*

Ashtabula County Convention & Visitors Bureau is an independent, non-profit organization established to promote travel and tourism into Ashtabula County. We represent more than 375 members and are governed by an Executive Committee of 14 individuals representing various areas of the county. Funding is generated through a 3% transient lodging tax collected by all lodging facilities in the county, which is administered by the Ashtabula County Board of Commissioners.