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For Immediate Release

Branson/Lakes Area Convention & Visitors Bureau Chooses Creative Agency for New Marketing Campaign

(**Branson, MO**, Dec. 28, 2006) – The Branson/Lakes Area Convention & Visitors Bureau has selected a creative services agency to develop and execute a branding, advertising and integrated marketing campaign. Following a review that included twenty-two agencies and four finalist firms, Strategic America (SA) of Des Moines was recommended by the Branson/Lakes Area CVB to the Branson/Lakes Area Tourism Community Enhancement District Board, which formally approved the selection. Work on the 2007 marketing campaign is already underway.

“While we were impressed with the ideas of several presenting firms, SA stood out by its impressive research and immersion in the Branson culture. They did their homework and it showed,” says Dan Lennon, Vice President of Marketing and Public Relations for the BLACVB.

“SA is thrilled to represent a valued American experience – Branson. Our team is fully engaged and ready to begin creation of what will contribute to the next level of Branson’s success,” says Mike Schreurs, Strategic America CEO.

Strategic America, based in Des Moines, is an internationally award-winning integrated marketing communications firm, celebrating its 26th year in business. Strategic America employs 75 professionals and represents more than 40 national, regional and local clients, focusing on consumer, dealer, insurance/financial services, and business-to-business marketing.

Strategic America is also a well-regarded member of the American Association of Advertising Agencies (AAAA) and Public Relations Society of America (PRSA).

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