



FOR IMMEDIATE RELEASE – January 20, 2010

Contact:

Kevin Ricco

Parks Director

269-673-0378

Kricco@allegancounty.org

Tourist Council Publishes Its Fifth Annual Allegan County Visitor's Guide

(ALLEGAN, Mich) – The latest edition of the official Allegan County Visitor's Guide has just been released by the Allegan County Tourist Council and is available free to visitors and locals alike looking to explore and experience this vibrant area, located in the heart of Southwest Michigan.

The 32-page guide features seasonal editorial about the unique destinations, attractions and activities throughout the county – including a 2010 events calendar. A selection of photographs, including those submitted for the Council's annual photo contest, are also scattered throughout the publication.

The expanded pull-out map highlights all the communities in the county, as well as special features such as parks, historic sites, marinas, airports, golf courses, equestrian facilities and other such sites. The map also identifies the location of advertisers.

The guide is available free at Welcome Centers throughout the state. It will also be distributed at advertiser properties, lodging facilities, libraries, chamber offices and select retail outlets throughout the region. The Tourist Council has also contracted with the West Michigan Tourist Association, of which it is a member, to distribute the Visitor's Guide at eight key travel shows in Michigan and the Midwest.

While 50,000 copies of the printed book are available, an online version – featuring active hyperlinks to advertiser's websites – will be posted in PDF format on the Tourist Council website at www.VisitAlleganCounty.com.

The Allegan County Tourist Council was formed in 1982 and serves to market and promote the county's rich travel, tourism, hospitality, cultural and heritage resources.

Kevin Ricco, CBSP
Allegan County Parks, Recreation & Tourism
Economic Development
3255 122nd Avenue, Suite 102
Allegan, MI 49010
Phone: (269) 673-0378
Fax: (269) 673-0454
www.allegancounty.org/parks
www.visitallegancounty.com