

Press Release

For Immediate Release

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ADVENTURE PASSPORT: SUCCESSFUL DEBUT

Local Businesses Added to the Passport Location List Daily

Kelso, WA- The Cowlitz County Tourism Bureau (CCTB) began distributing the brand new Adventure Passport program last month, a publication made to promote the tagline ‘It’s More Than a Day’ by showcasing things to see and do in the Mount St. Helens region. Community support is high and the success of the program is even better than expected, with local businesses asking to be added to the passport location list daily. Since the project began, 24 businesses have been added to the official stamp location list that started with 14 locations.

“The number one comment from businesses is how user-friendly the passport is. Business owners and their employees can answer visitors’ questions about the area by handing them a passport, knowing that their guests will have all the information they need. It’s really exciting to see the cities and centers around the mountain work together to promote the area,” said Megan Wells the Communications Specialist for the Cowlitz County Tourism Bureau.

All businesses in the Cowlitz County area are invited to participate in the program; a complete and updated list is located online at www.visitmtsthelens.com. If you would like to be a passport location or have questions about the program, please contact Megan Wells at megan@visitmtsthelens.com or call 360-577-3137.

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